

		Adults 18+	Own\Lease Buick Enclave	Own\Lease Buick LaCrosse	Own\Lease Buick Regal	Own\Lease any Buick	Most recent vehicle bought/leased Buick
Adults 18+	Unwgted	48646	137	226	129	1504	894
	Weighted (000)	244084	748	1084	643	8226	4752
	Horz %	100.00	0.31	0.44	0.26	3.37	1.95
	Vert %	100.00	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100	100
Male	Unwgted	24620	80	108	74	768	417
	Weighted (000)	117785	398	517	320	4054	2169
	Horz %	100.00	0.34	0.44	0.27	3.44	1.84
	Vert %	48.26	53.25	47.72	49.76	49.28	45.65
	Index	100	110	99	103	102	95
Female	Unwgted	24026	57	118	55	736	477
	Weighted (000)	126299	350	567	323	4172	2583
	Horz %	100.00	0.28	0.45	0.26	3.30	2.04
	Vert %	51.74	46.75	52.28	50.24	50.72	54.35
	Index	100	90	101	97	98	105
Age 18-24			*	*	*		*
	Unwgted	3885	1	11	8	63	26
	Weighted (000)	30253	12	95	64	558	281
	Horz %	100.00	0.04	0.32	0.21	1.85	0.93
	Vert %	12.39	1.57	8.81	9.88	6.79	5.91
	Index	100	13	71	80	55	48
Age 25-34			*	*	*		
	Unwgted	8183	17	9	21	181	93
	Weighted (000)	43389	92	36	125	1044	515
	Horz %	100.00	0.21	0.08	0.29	2.41	1.19
	Vert %	17.78	12.34	3.36	19.49	12.69	10.83
	Index	100	69	19	110	71	61
Age 35-44			*	*	*		
	Unwgted	8605	21	23	17	159	95
	Weighted (000)	40230	108	112	75	858	532
	Horz %	100.00	0.27	0.28	0.19	2.13	1.32
	Vert %	16.48	14.45	10.36	11.70	10.43	11.19
	Index	100	88	63	71	63	68
Age 45-54			*	*	*		
	Unwgted	8861	16	25	21	222	118
	Weighted (000)	43105	43	103	90	1335	654
	Horz %	100.00	0.10	0.24	0.21	3.10	1.52
	Vert %	17.66	5.78	9.50	13.98	16.23	13.76
	Index	100	33	54	79	92	78
Age 55-64			*	*	*		
	Unwgted	8498	44	53	25	306	180
	Weighted (000)	40725	297	222	117	1669	948
	Horz %	100.00	0.73	0.55	0.29	4.10	2.33
	Vert %	16.68	39.67	20.51	18.13	20.29	19.96
	Index	100	238	123	109	122	120

		Adults 18+	Own\Lease Buick Enclave	Own\Lease Buick LaCrosse	Own\Lease Buick Regal	Own\Lease any Buick	Most recent vehicle bought/leased Buick
				*		*	
Age 65+	Unwgt'd	10614	38	105	37	573	382
	Weighted (000)	46383	196	514	173	2762	1822
	Horz %	100.00	0.42	1.11	0.37	5.95	3.93
	Vert %	19.00	26.20	47.46	26.83	33.58	38.35
	Index	100	138	250	141	177	202
Age 21+	Unwgt'd	47284	137	218	124	1472	881
	Weighted (000)	232046	748	1014	590	7943	4624
	Horz %	100.00	0.32	0.44	0.25	3.42	1.99
	Vert %	95.07	100.00	93.58	91.77	96.56	97.32
	Index	100	105	98	97	102	102
Age 18-34			*	*	*		
	Unwgt'd	12068	18	20	29	244	119
	Weighted (000)	73642	104	132	189	1602	795
	Horz %	100.00	0.14	0.18	0.26	2.18	1.08
	Vert %	30.17	13.91	12.16	29.37	19.48	16.74
	Index	100	46	40	97	65	55
Age 18-49			*				
	Unwgt'd	24996	48	56	55	498	267
	Weighted (000)	134658	231	307	305	2976	1553
	Horz %	100.00	0.17	0.23	0.23	2.21	1.15
	Vert %	55.17	30.91	28.34	47.37	36.18	32.67
	Index	100	56	51	86	66	59
Age 25-54	Unwgt'd	25649	54	57	59	562	306
	Weighted (000)	126724	244	252	291	3237	1700
	Horz %	100.00	0.19	0.20	0.23	2.55	1.34
	Vert %	51.92	32.57	23.22	45.17	39.35	35.78
	Index	100	63	45	87	76	69
Age 35-64	Unwgt'd	25964	81	101	63	687	393
	Weighted (000)	124059	448	438	282	3861	2134
	Horz %	100.00	0.36	0.35	0.23	3.11	1.72
	Vert %	50.83	59.90	40.38	43.80	46.94	44.91
	Index	100	118	79	86	92	88
Age 50+	Unwgt'd	23650	89	170	74	1006	627
	Weighted (000)	109426	517	777	338	5250	3199
	Horz %	100.00	0.47	0.71	0.31	4.80	2.92
	Vert %	44.83	69.09	71.66	52.63	63.82	67.33
	Index	100	154	160	117	142	150
Median Age	Unwgt'd						
	Weighted (000)	47.00	60.90	64.00	51.70	57.30	60.00
	Horz %						
	Vert %						
	Index	100	130	136	110	122	128
Race: White Only	Unwgt'd	34564	128	176	99	1244	753
	Weighted (000)	179823	722	863	533	6920	4007
	Horz %	100.00	0.40	0.48	0.30	3.85	2.23
	Vert %	73.67	96.45	79.66	82.82	84.13	84.33
	Index	100	131	108	112	114	114

		Adults 18+	Own\Lease Buick Enclave	Own\Lease Buick LaCrosse	Own\Lease Buick Regal	Own\Lease any Buick	Most recent vehicle bought/leased Buick
			*	*	*		
Race: Black/African-American Only	Unwgt'd	5909	5	29	12	148	87
	Weighted (000)	29535	7	148	55	838	483
	Horz %	100.00	0.02	0.50	0.19	2.84	1.64
	Vert %	12.10	0.92	13.65	8.56	10.18	10.16
	Index	100	8	113	71	84	84
			*	*	*	*	*
Race: Asian	Unwgt'd	2388	1	8	4	23	12
	Weighted (000)	8358	2	21	7	80	48
	Horz %	100.00	0.03	0.25	0.08	0.96	0.58
	Vert %	3.42	0.31	1.95	1.05	0.97	1.02
	Index	100	9	57	31	28	30
			*	*	*		
Race: Other Race/Multi-Racial	Unwgt'd	8173	4	21	18	112	54
	Weighted (000)	34726	20	73	55	468	261
	Horz %	100.00	0.06	0.21	0.16	1.35	0.75
	Vert %	14.23	2.63	6.69	8.62	5.69	5.50
	Index	100	18	47	61	40	39
			*	*	*		
Hispanic, Latino, Spanish Origin or Descent	Unwgt'd	6851	4	16	9	98	53
	Weighted (000)	37743	11	34	39	573	388
	Horz %	100.00	0.03	0.09	0.10	1.52	1.03
	Vert %	15.46	1.47	3.12	6.06	6.97	8.17
	Index	100	10	20	39	45	53
			*	*	*	*	*
Hispanic, Personally Speak Only English at Home	Unwgt'd	1739	2	5	4	34	18
	Weighted (000)	6214	6	8	15	131	94
	Horz %	100.00	0.10	0.14	0.24	2.11	1.51
	Vert %	2.55	0.82	0.78	2.29	1.59	1.97
	Index	100	32	31	90	62	78
			*	*	*	*	*
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgt'd	2047	0	7	2	30	16
	Weighted (000)	9439	0	11	3	126	78
	Horz %	100.00	0.00	0.11	0.03	1.34	0.82
	Vert %	3.87	0.00	0.99	0.46	1.54	1.64
	Index	100	0	26	12	40	42
			*	*	*	*	*
Hispanic, Personally Speak Only Spanish at Home	Unwgt'd	1280	0	0	0	9	4
	Weighted (000)	10474	0	0	0	139	82
	Horz %	100.00	0.00	0.00	0.00	1.32	0.79
	Vert %	4.29	0.00	0.00	0.00	1.69	1.73
	Index	100	0	0	0	39	40
			*	*	*	*	*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgt'd	1668	2	4	2	21	12
	Weighted (000)	9512	5	15	6	113	72
	Horz %	100.00	0.05	0.15	0.06	1.18	0.76
	Vert %	3.90	0.65	1.35	0.95	1.37	1.51
	Index	100	17	35	24	35	39
			*	*	*	*	*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgt'd	99	0	0	1	3	2
	Weighted (000)	1751	0	0	15	50	48
	Horz %	100.00	0.00	0.00	0.87	2.85	2.72
	Vert %	0.72	0.00	0.00	2.36	0.61	1.00
	Index	100	0	0	329	84	140

		Adults 18+	Own\Lease Buick Enclave	Own\Lease Buick LaCrosse	Own\Lease Buick Regal	Own\Lease any Buick	Most recent vehicle bought/leased Buick
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree			*	*	*		
	Unwgt'd	6825	29	31	16	193	115
	Weighted (000)	26213	140	99	63	874	532
	Horz %	100.00	0.54	0.38	0.24	3.34	2.03
	Vert %	10.74	18.76	9.16	9.73	10.63	11.19
	Index	100	175	85	91	99	104
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree			*	*	*		
	Unwgt'd	10965	32	46	22	286	173
	Weighted (000)	46746	145	196	92	1348	768
	Horz %	100.00	0.31	0.42	0.20	2.88	1.64
	Vert %	19.15	19.38	18.04	14.24	16.39	16.17
	Index	100	101	94	74	86	84
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic			*	*	*		
	Unwgt'd	2649	8	16	10	83	51
	Weighted (000)	11210	32	64	35	382	216
	Horz %	100.00	0.29	0.57	0.32	3.41	1.93
	Vert %	4.59	4.32	5.86	5.50	4.65	4.55
	Index	100	94	128	120	101	99
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational			*	*	*		
	Unwgt'd	3407	9	15	12	120	65
	Weighted (000)	13775	42	40	50	554	320
	Horz %	100.00	0.31	0.29	0.36	4.02	2.32
	Vert %	5.64	5.66	3.69	7.80	6.74	6.73
	Index	100	100	65	138	119	119
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree			*		*		
	Unwgt'd	10089	32	50	32	327	189
	Weighted (000)	44682	150	215	174	1556	903
	Horz %	100.00	0.34	0.48	0.39	3.48	2.02
	Vert %	18.31	20.10	19.85	27.01	18.91	19.00
	Index	100	110	108	148	103	104
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)			*		*		
	Unwgt'd	10356	24	51	30	381	238
	Weighted (000)	71816	227	369	186	2710	1609
	Horz %	100.00	0.32	0.51	0.26	3.77	2.24
	Vert %	29.42	30.34	34.03	28.89	32.95	33.85
	Index	100	103	116	98	112	115
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma			*	*	*		
	Unwgt'd	4355	3	17	7	114	63
	Weighted (000)	29641	11	102	44	801	404
	Horz %	100.00	0.04	0.34	0.15	2.70	1.36
	Vert %	12.14	1.45	9.37	6.84	9.74	8.50
	Index	100	12	77	56	80	70
Currently Attending College or University			*	*	*		*
	Unwgt'd	3403	2	11	8	64	38
	Weighted (000)	19372	19	56	62	418	258
	Horz %	100.00	0.10	0.29	0.32	2.16	1.33
	Vert %	7.94	2.54	5.18	9.62	5.08	5.42
	Index	100	32	65	121	64	68
Employed Full Time							
	Unwgt'd	25438	71	80	60	618	345
	Weighted (000)	119890	418	364	284	3524	1887
	Horz %	100.00	0.35	0.30	0.24	2.94	1.57
	Vert %	49.12	55.83	33.57	44.09	42.85	39.70
	Index	100	114	68	90	87	81

		Adults 18+	Own\Lease Buick Enclave	Own\Lease Buick LaCrosse	Own\Lease Buick Regal	Own\Lease any Buick	Most recent vehicle bought/leased Buick
Employed Part Time			*	*	*		
	Unwgt'd	5730	17	20	16	171	101
	Weighted (000)	28854	93	96	63	925	568
	Horz %	100.00	0.32	0.33	0.22	3.20	1.97
	Vert %	11.82	12.41	8.90	9.73	11.24	11.96
Index	100	105	75	82	95	101	
Not Employed			*				
	Unwgt'd	17478	49	126	53	715	448
	Weighted (000)	95339	238	624	297	3777	2297
	Horz %	100.00	0.25	0.65	0.31	3.96	2.41
	Vert %	39.06	31.76	57.53	46.18	45.91	48.34
Index	100	81	147	118	118	124	
Temporarily Unemployed			*	*	*	*	*
	Unwgt'd	1886	2	4	4	39	19
	Weighted (000)	12314	15	16	22	298	146
	Horz %	100.00	0.13	0.13	0.18	2.42	1.18
	Vert %	5.05	2.07	1.51	3.35	3.62	3.07
Index	100	41	30	66	72	61	
Retired from Employment			*		*		
	Unwgt'd	10143	40	104	37	550	365
	Weighted (000)	46820	202	503	182	2694	1738
	Horz %	100.00	0.43	1.07	0.39	5.75	3.71
	Vert %	19.18	27.05	46.39	28.31	32.75	36.58
Index	100	141	242	148	171	191	
Not Employed, Principal Shopper for Household			*	*	*		*
	Unwgt'd	2543	5	8	7	56	26
	Weighted (000)	16573	15	46	38	286	137
	Horz %	100.00	0.09	0.28	0.23	1.73	0.83
	Vert %	6.79	1.94	4.21	5.86	3.48	2.88
Index	100	29	62	86	51	42	
Occupation: Professional and Related Occupations			*	*	*		
	Unwgt'd	7405	23	26	10	174	107
	Weighted (000)	34142	144	107	41	975	563
	Horz %	100.00	0.42	0.31	0.12	2.86	1.65
	Vert %	13.99	19.24	9.86	6.36	11.86	11.85
Index	100	138	71	45	85	85	
Occupation: Management, Business and Financial Operations			*	*	*		
	Unwgt'd	6595	28	22	12	151	85
	Weighted (000)	24720	122	84	53	681	352
	Horz %	100.00	0.49	0.34	0.21	2.76	1.42
	Vert %	10.13	16.33	7.75	8.20	8.28	7.40
Index	100	161	77	81	82	73	
Occupation: Sales and Office Occupations			*	*	*		
	Unwgt'd	5959	13	17	17	159	96
	Weighted (000)	32636	114	86	57	967	622
	Horz %	100.00	0.35	0.26	0.17	2.96	1.91
	Vert %	13.37	15.21	7.97	8.88	11.76	13.09
Index	100	114	60	66	88	98	
Occupation: Natural Resources, Construction and Maintenance Occupations			*	*	*		*
	Unwgt'd	2756	4	7	10	54	30
	Weighted (000)	13728	15	37	26	266	143
	Horz %	100.00	0.11	0.27	0.19	1.94	1.04
	Vert %	5.62	2.00	3.44	4.02	3.23	3.01
Index	100	36	61	72	57	54	

		Adults 18+	Own\Lease Buick Enclave	Own\Lease Buick LaCrosse	Own\Lease Buick Regal	Own\Lease any Buick	Most recent vehicle bought/leased Buick
			*	*	*		
Occupation: Other Employed	Unwgt'd	8453	20	28	27	251	128
	Weighted (000)	43519	116	146	170	1560	775
	Horz %	100.00	0.27	0.33	0.39	3.58	1.78
	Vert %	17.83	15.45	13.45	26.36	18.97	16.31
	Index	100	87	75	148	106	91
Household Income: \$250,000+			*	*	*	*	*
	Unwgt'd	1966	6	6	7	47	21
	Weighted (000)	7800	31	31	39	231	112
	Horz %	100.00	0.40	0.40	0.50	2.96	1.44
	Vert %	3.20	4.19	2.85	6.12	2.81	2.36
Index	100	131	89	191	88	74	
Household Income: \$200,000-\$249,999			*	*	*	*	*
	Unwgt'd	1583	7	5	4	25	12
	Weighted (000)	7178	28	16	14	99	47
	Horz %	100.00	0.40	0.22	0.20	1.38	0.65
	Vert %	2.94	3.80	1.48	2.18	1.21	0.98
Index	100	129	50	74	41	33	
Household Income: \$150,000-\$199,999			*	*	*		*
	Unwgt'd	3725	14	23	6	100	49
	Weighted (000)	18847	73	106	29	591	303
	Horz %	100.00	0.39	0.56	0.15	3.13	1.61
	Vert %	7.72	9.81	9.75	4.54	7.18	6.37
Index	100	127	126	59	93	83	
Household Income: \$100,000-\$149,999			*	*	*		
	Unwgt'd	7038	33	26	13	208	108
	Weighted (000)	39997	260	144	53	1378	684
	Horz %	100.00	0.65	0.36	0.13	3.44	1.71
	Vert %	16.39	34.79	13.33	8.23	16.75	14.39
Index	100	212	81	50	102	88	
Household Income: \$75,000-\$99,999			*	*	*		
	Unwgt'd	6168	25	34	14	178	105
	Weighted (000)	32585	127	161	70	1107	657
	Horz %	100.00	0.39	0.49	0.22	3.40	2.02
	Vert %	13.35	17.03	14.86	10.91	13.46	13.82
Index	100	128	111	82	101	104	
Household Income: \$60,000-\$74,999			*	*	*		
	Unwgt'd	4945	22	26	20	187	107
	Weighted (000)	24958	121	114	83	985	546
	Horz %	100.00	0.48	0.46	0.33	3.95	2.19
	Vert %	10.23	16.14	10.53	12.87	11.98	11.48
Index	100	158	103	126	117	112	
Household Income: \$50,000-\$59,999			*	*	*		
	Unwgt'd	3824	12	16	14	129	81
	Weighted (000)	18483	37	83	68	697	396
	Horz %	100.00	0.20	0.45	0.37	3.77	2.14
	Vert %	7.57	4.90	7.67	10.58	8.47	8.33
Index	100	65	101	140	112	110	
Household Income: \$40,000-\$49,999			*	*	*		
	Unwgt'd	4928	8	28	12	161	105
	Weighted (000)	20001	53	86	52	695	463
	Horz %	100.00	0.27	0.43	0.26	3.48	2.31
	Vert %	8.19	7.09	7.89	8.11	8.45	9.74
Index	100	86	96	99	103	119	

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Household Income: \$30,000-\$39,999			*	*	*		
	Unwgt'd	4676	5	22	14	157	93
	Weighted (000)	21673	9	119	76	718	357
	Horz %	100.00	0.04	0.55	0.35	3.31	1.65
	Vert %	8.88	1.15	10.94	11.80	8.73	7.52
	Index	100	13	123	133	98	85
Household Income: \$20,000-\$29,999			*	*	*		
	Unwgt'd	4378	4	21	10	144	95
	Weighted (000)	21286	7	97	45	693	460
	Horz %	100.00	0.03	0.45	0.21	3.25	2.16
	Vert %	8.72	0.94	8.93	7.07	8.42	9.68
	Index	100	11	102	81	97	111
Household Income: Under \$20,000			*	*	*		
	Unwgt'd	5415	1	19	15	168	118
	Weighted (000)	31275	1	128	113	1033	729
	Horz %	100.00	0.00	0.41	0.36	3.30	2.33
	Vert %	12.81	0.16	11.78	17.59	12.56	15.34
	Index	100	1	92	137	98	120
Median Household Income	Unwgt'd						
	Weighted (000)	65.60	103.70	64.00	55.10	64.20	59.30
	Horz %						
	Vert %						
	Index	100	158	98	84	98	90
Marital Status: Single, Never Married			*	*	*		
	Unwgt'd	12107	12	35	23	267	149
	Weighted (000)	69105	81	198	123	1717	951
	Horz %	100.00	0.12	0.29	0.18	2.49	1.38
	Vert %	28.31	10.77	18.23	19.10	20.88	20.01
	Index	100	38	64	67	74	71
Marital Status: Currently Married	Unwgt'd	24506	106	135	75	841	456
	Weighted (000)	129071	586	689	397	4823	2622
	Horz %	100.00	0.45	0.53	0.31	3.74	2.03
	Vert %	52.88	78.35	63.60	61.66	58.63	55.17
	Index	100	148	120	117	111	104
Marital Status: Divorced or Legally Separated			*	*	*		
	Unwgt'd	8229	11	27	22	203	135
	Weighted (000)	31030	32	93	93	888	542
	Horz %	100.00	0.10	0.30	0.30	2.86	1.75
	Vert %	12.71	4.26	8.58	14.47	10.80	11.40
	Index	100	34	67	114	85	90
Marital Status: Widowed			*	*	*		
	Unwgt'd	3804	8	29	9	193	154
	Weighted (000)	14879	50	104	31	798	638
	Horz %	100.00	0.33	0.70	0.21	5.36	4.28
	Vert %	6.10	6.62	9.60	4.77	9.70	13.42
	Index	100	109	157	78	159	220
Marital Status: Engaged to Be Married			*	*	*		*
	Unwgt'd	2120	0	5	5	61	30
	Weighted (000)	11812	0	25	16	406	167
	Horz %	100.00	0.00	0.21	0.13	3.44	1.42
	Vert %	4.84	0.00	2.31	2.45	4.94	3.52
	Index	100	0	48	51	102	73

		Adults 18+	Own\Lease Buick Enclave	Own\Lease Buick LaCrosse	Own\Lease Buick Regal	Own\Lease any Buick	Most recent vehicle bought/leased Buick
			*	*	*		*
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgt'd	3596	4	9	11	93	48
	Weighted (000)	21557	32	43	40	585	252
	Horz %	100.00	0.15	0.20	0.18	2.71	1.17
	Vert %	8.83	4.23	3.96	6.17	7.11	5.30
	Index	100	48	45	70	81	60
			*	*			
Any Child(ren) Under Age 18 Living at Home	Unwgt'd	18201	41	47	51	399	213
	Weighted (000)	94932	177	212	245	2408	1323
	Horz %	100.00	0.19	0.22	0.26	2.54	1.39
	Vert %	38.89	23.61	19.53	38.16	29.28	27.83
	Index	100	61	50	98	75	72
			*	*	*		
1 Child Under Age 18 Currently Living at Home	Unwgt'd	7127	9	26	22	176	96
	Weighted (000)	38013	23	109	85	970	556
	Horz %	100.00	0.06	0.29	0.22	2.55	1.46
	Vert %	15.57	3.11	10.02	13.20	11.79	11.71
	Index	100	20	64	85	76	75
			*	*	*		
2 Children Under Age 18 Currently Living at Home	Unwgt'd	6935	15	9	19	140	72
	Weighted (000)	34366	59	37	93	929	498
	Horz %	100.00	0.17	0.11	0.27	2.70	1.45
	Vert %	14.08	7.82	3.39	14.53	11.29	10.47
	Index	100	56	24	103	80	74
			*	*	*		*
3 Children Under Age 18 Currently Living at Home	Unwgt'd	2804	16	12	5	63	36
	Weighted (000)	14813	92	66	26	360	204
	Horz %	100.00	0.62	0.45	0.17	2.43	1.38
	Vert %	6.07	12.34	6.12	3.98	4.37	4.30
	Index	100	203	101	66	72	71
			*	*	*	*	*
4 Children Under Age 18 Currently Living at Home	Unwgt'd	872	1	0	3	13	6
	Weighted (000)	4873	3	0	34	92	49
	Horz %	100.00	0.05	0.00	0.70	1.88	1.01
	Vert %	2.00	0.34	0.00	5.28	1.12	1.03
	Index	100	17	0	265	56	52
			*	*	*	*	*
5 or More Children Under Age 18 Currently Living at Home	Unwgt'd	463	0	0	2	7	3
	Weighted (000)	2867	0	0	8	58	15
	Horz %	100.00	0.00	0.00	0.26	2.03	0.53
	Vert %	1.17	0.00	0.00	1.17	0.71	0.32
	Index	100	0	0	100	60	27
			*	*	*		
Own Home/Residence	Unwgt'd	32775	120	188	92	1164	670
	Weighted (000)	160976	622	890	443	6283	3534
	Horz %	100.00	0.39	0.55	0.27	3.90	2.20
	Vert %	65.95	83.17	82.06	68.81	76.38	74.38
	Index	100	126	124	104	116	113
			*	*	*		
Rent Home/Residence	Unwgt'd	15306	15	36	35	319	210
	Weighted (000)	80205	107	177	197	1789	1109
	Horz %	100.00	0.13	0.22	0.25	2.23	1.38
	Vert %	32.86	14.36	16.32	30.64	21.74	23.35
	Index	100	44	50	93	66	71



		Adults 18+	Own\Lease Buick Enclave	Own\Lease Buick LaCrosse	Own\Lease Buick Regal	Own\Lease any Buick	Most recent vehicle bought/leased Buick
Live Rent-Free in Home/Residence			*	*	*	*	*
	Unwgted	565	2	2	2	21	14
	Weighted (000)	2903	19	18	4	154	108
	Horz %	100.00	0.64	0.60	0.12	5.31	3.72
	Vert %	1.19	2.47	1.62	0.56	1.87	2.27
Index	100	208	136	47	157	191	
Census Region: North East			*	*	*	*	*
	Unwgted	11000	14	50	23	264	159
	Weighted (000)	44018	56	186	82	1135	643
	Horz %	100.00	0.13	0.42	0.19	2.58	1.46
	Vert %	18.03	7.52	17.11	12.74	13.80	13.53
Index	100	42	95	71	77	75	
Census Region: South					*		
	Unwgted	17645	59	66	36	477	290
	Weighted (000)	92016	355	364	174	2904	1795
	Horz %	100.00	0.39	0.40	0.19	3.16	1.95
	Vert %	37.70	47.50	33.57	26.99	35.31	37.77
Index	100	126	89	72	94	100	
Census Region: Midwest					*		
	Unwgted	9880	51	75	47	551	334
	Weighted (000)	52062	237	379	276	2983	1677
	Horz %	100.00	0.46	0.73	0.53	5.73	3.22
	Vert %	21.33	31.72	34.94	42.98	36.27	35.28
Index	100	149	164	202	170	165	
Census Region: West			*	*	*		
	Unwgted	10121	13	35	23	212	111
	Weighted (000)	55988	99	156	111	1203	638
	Horz %	100.00	0.18	0.28	0.20	2.15	1.14
	Vert %	22.94	13.26	14.38	17.29	14.63	13.42
Index	100	58	63	75	64	58	
Census Sub-Region: New England			*	*	*		*
	Unwgted	2748	4	8	7	63	41
	Weighted (000)	11567	14	27	26	281	177
	Horz %	100.00	0.12	0.24	0.22	2.43	1.53
	Vert %	4.74	1.90	2.53	4.00	3.42	3.72
Index	100	40	53	84	72	78	
Census Sub-Region: Mid Atlantic			*	*	*		
	Unwgted	8252	10	42	16	201	118
	Weighted (000)	32451	42	158	56	854	466
	Horz %	100.00	0.13	0.49	0.17	2.63	1.44
	Vert %	13.30	5.62	14.59	8.74	10.38	9.81
Index	100	42	110	66	78	74	
Census Sub-Region: South Atlantic			*	*	*		
	Unwgted	9812	29	41	24	282	167
	Weighted (000)	48740	152	211	97	1576	989
	Horz %	100.00	0.31	0.43	0.20	3.23	2.03
	Vert %	19.97	20.33	19.46	15.06	19.16	20.81
Index	100	102	97	75	96	104	
Census Sub-Region: East South Central			*	*	*		*
	Unwgted	1890	9	9	4	71	47
	Weighted (000)	14067	95	73	27	635	360
	Horz %	100.00	0.67	0.52	0.19	4.51	2.56
	Vert %	5.76	12.65	6.75	4.15	7.72	7.58
Index	100	219	117	72	134	132	

		Adults 18+	Own\Lease Buick Enclave	Own\Lease Buick LaCrosse	Own\Lease Buick Regal	Own\Lease any Buick	Most recent vehicle bought/leased Buick
				*	*	*	
Census Sub-Region: West South Central	Unwgted	5943	21	16	8	124	76
	Weighted (000)	29209	109	80	50	694	446
	Horz %	100.00	0.37	0.27	0.17	2.38	1.53
	Vert %	11.97	14.52	7.35	7.79	8.43	9.38
	Index	100	121	61	65	70	78
			*	*	*		
Census Sub-Region: East North Central	Unwgted	7303	38	51	29	389	242
	Weighted (000)	36089	160	249	171	2008	1147
	Horz %	100.00	0.44	0.69	0.47	5.56	3.18
	Vert %	14.79	21.35	22.93	26.55	24.41	24.14
	Index	100	144	155	180	165	163
			*	*	*		
Census Sub-Region: West North Central	Unwgted	2577	13	24	18	162	92
	Weighted (000)	15973	78	130	106	976	530
	Horz %	100.00	0.49	0.81	0.66	6.11	3.32
	Vert %	6.54	10.36	12.01	16.43	11.86	11.15
	Index	100	158	184	251	181	170
			*	*	*		*
Census Sub-Region: Mountain	Unwgted	2752	7	13	4	78	45
	Weighted (000)	18482	60	78	20	484	290
	Horz %	100.00	0.33	0.42	0.11	2.62	1.57
	Vert %	7.57	8.03	7.19	3.06	5.89	6.11
	Index	100	106	95	40	78	81
			*	*	*		
Census Sub-Region: Pacific	Unwgted	7369	6	22	19	134	66
	Weighted (000)	37506	39	78	91	719	347
	Horz %	100.00	0.10	0.21	0.24	1.92	0.93
	Vert %	15.37	5.23	7.19	14.22	8.74	7.31
	Index	100	34	47	93	57	48
			*	*	*		
County Size: A	Unwgted	26326	71	106	54	637	362
	Weighted (000)	102649	270	373	198	2528	1398
	Horz %	100.00	0.26	0.36	0.19	2.46	1.36
	Vert %	42.05	36.06	34.40	30.80	30.73	29.43
	Index	100	86	82	73	73	70
			*	*	*		
County Size: B	Unwgted	11709	31	63	36	371	224
	Weighted (000)	72000	231	367	182	2465	1455
	Horz %	100.00	0.32	0.51	0.25	3.42	2.02
	Vert %	29.50	30.92	33.90	28.36	29.96	30.61
	Index	100	105	115	96	102	104
			*	*	*		
County Size: C/D	Unwgted	10611	35	57	39	496	308
	Weighted (000)	69435	247	344	263	3233	1899
	Horz %	100.00	0.36	0.49	0.38	4.66	2.73
	Vert %	28.45	33.02	31.70	40.85	39.31	39.96
	Index	100	116	111	144	138	140
			*	*	*	*	*
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgted	1128	4	5	4	29	18
	Weighted (000)	4719	12	23	18	131	66
	Horz %	100.00	0.26	0.48	0.39	2.77	1.39
	Vert %	1.93	1.63	2.08	2.85	1.59	1.38
	Index	100	84	108	147	82	71

		Adults 18+	Own\Lease Buick Enclave	Own\Lease Buick LaCrosse	Own\Lease Buick Regal	Own\Lease any Buick	Most recent vehicle bought/leased Buick
			*	*	*		
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgt'd	7893	24	27	20	196	108
	Weighted (000)	38375	115	122	115	1036	556
	Horz %	100.00	0.30	0.32	0.30	2.70	1.45
	Vert %	15.72	15.37	11.23	17.92	12.59	11.70
	Index	100	98	71	114	80	74
			*	*	*	*	*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgt'd	1220	0	4	2	24	11
	Weighted (000)	6399	0	14	20	141	81
	Horz %	100.00	0.00	0.22	0.31	2.20	1.27
	Vert %	2.62	0.00	1.28	3.09	1.72	1.71
	Index	100	0	49	118	65	65
		*	*	*	*	*	*
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgt'd	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
			*	*	*		*
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgt'd	2726	8	16	10	74	42
	Weighted (000)	7983	15	26	18	172	89
	Horz %	100.00	0.18	0.32	0.22	2.16	1.12
	Vert %	3.27	1.96	2.38	2.74	2.09	1.88
	Index	100	60	73	84	64	57
			*	*	*		
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgt'd	3232	11	14	10	99	59
	Weighted (000)	12837	46	54	32	436	273
	Horz %	100.00	0.36	0.42	0.25	3.40	2.13
	Vert %	5.26	6.18	4.97	4.96	5.30	5.75
	Index	100	118	95	94	101	109
			*	*	*	*	*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgt'd	850	2	2	3	33	18
	Weighted (000)	3908	5	10	10	232	126
	Horz %	100.00	0.13	0.26	0.25	5.93	3.22
	Vert %	1.60	0.68	0.93	1.51	2.82	2.65
	Index	100	42	58	94	176	165
			*	*	*		*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgt'd	3051	7	10	11	77	41
	Weighted (000)	14357	24	35	43	342	162
	Horz %	100.00	0.17	0.24	0.30	2.38	1.13
	Vert %	5.88	3.23	3.19	6.66	4.16	3.40
	Index	100	55	54	113	71	58
			*	*	*		
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgt'd	8136	19	18	16	163	90
	Weighted (000)	42891	82	94	100	972	526
	Horz %	100.00	0.19	0.22	0.23	2.27	1.23
	Vert %	17.57	11.01	8.66	15.60	11.82	11.07
	Index	100	63	49	89	67	63
			*	*	*		
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgt'd	2864	9	10	8	108	57
	Weighted (000)	14285	34	67	51	590	318
	Horz %	100.00	0.23	0.47	0.36	4.13	2.23
	Vert %	5.85	4.48	6.21	7.91	7.18	6.69
	Index	100	77	106	135	123	114

		Adults 18+	Own\Lease Buick Enclave	Own\Lease Buick LaCrosse	Own\Lease Buick Regal	Own\Lease any Buick	Most recent vehicle bought/leased Buick
			*	*	*		
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd	3360	16	10	10	118	64
	Weighted (000)	16987	73	46	68	661	341
	Horz %	100.00	0.43	0.27	0.40	3.89	2.01
	Vert %	6.96	9.80	4.27	10.53	8.04	7.17
	Index	100	141	61	151	116	103
			*	*	*		*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgt'd	1353	5	13	3	51	34
	Weighted (000)	5307	14	43	11	220	133
	Horz %	100.00	0.26	0.81	0.21	4.15	2.50
	Vert %	2.17	1.83	3.99	1.74	2.68	2.80
	Index	100	84	184	80	123	129
			*	*	*		*
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgt'd	7757	29	32	19	254	155
	Weighted (000)	44958	167	193	102	1580	954
	Horz %	100.00	0.37	0.43	0.23	3.51	2.12
	Vert %	18.42	22.38	17.77	15.83	19.21	20.08
	Index	100	122	96	86	104	109
			*	*	*	*	*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgt'd	310	1	1	0	5	4
	Weighted (000)	1196	1	2	0	32	31
	Horz %	100.00	0.06	0.15	0.00	2.68	2.63
	Vert %	0.49	0.09	0.17	0.00	0.39	0.66
	Index	100	19	34	0	80	135
			*	*	*	*	*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgt'd	642	2	5	0	23	16
	Weighted (000)	3662	9	26	0	155	116
	Horz %	100.00	0.24	0.70	0.00	4.22	3.15
	Vert %	1.50	1.16	2.37	0.00	1.88	2.43
	Index	100	77	158	0	125	162
			*	*	*	*	*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgt'd	2577	1	3	2	29	15
	Weighted (000)	15181	1	12	1	186	86
	Horz %	100.00	0.00	0.08	0.01	1.22	0.57
	Vert %	6.22	0.09	1.13	0.22	2.26	1.81
	Index	100	2	18	3	36	29
			*	*	*	*	*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgt'd	3551	15	7	12	88	53
	Weighted (000)	17450	82	38	63	472	291
	Horz %	100.00	0.47	0.22	0.36	2.70	1.67
	Vert %	7.15	10.96	3.49	9.87	5.74	6.12
	Index	100	153	49	138	80	86
			*	*	*	*	*
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgt'd	631	0	2	3	15	10
	Weighted (000)	2496	0	2	11	67	51
	Horz %	100.00	0.00	0.09	0.44	2.69	2.03
	Vert %	1.02	0.00	0.20	1.72	0.81	1.06
	Index	100	0	19	168	80	104
			*	*	*	*	*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgt'd	1108	0	0	2	11	4
	Weighted (000)	6328	0	0	1	83	14
	Horz %	100.00	0.00	0.00	0.02	1.31	0.22
	Vert %	2.59	0.00	0.00	0.22	1.01	0.29
	Index	100	0	0	8	39	11

		Adults 18+	Own\Lease Buick Enclave	Own\Lease Buick LaCrosse	Own\Lease Buick Regal	Own\Lease any Buick	Most recent vehicle bought/leased Buick
			*	*	*		
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgt'd	5806	25	47	15	225	138
	Weighted (000)	23554	76	201	47	1053	599
	Horz %	100.00	0.32	0.85	0.20	4.47	2.54
	Vert %	9.65	10.20	18.54	7.24	12.80	12.60
	Index	100	106	192	75	133	131
			*	*	*	*	*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgt'd	1456	4	10	2	47	32
	Weighted (000)	7376	40	44	8	252	169
	Horz %	100.00	0.55	0.59	0.11	3.42	2.30
	Vert %	3.02	5.38	4.02	1.25	3.06	3.56
	Index	100	178	133	41	101	118
			*	*	*		*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgt'd	2625	13	10	1	62	38
	Weighted (000)	10677	59	26	1	276	142
	Horz %	100.00	0.55	0.24	0.01	2.58	1.33
	Vert %	4.37	7.85	2.41	0.11	3.35	2.99
	Index	100	180	55	2	77	68
			*	*	*		*
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgt'd	3944	14	19	15	128	77
	Weighted (000)	20120	67	101	64	704	405
	Horz %	100.00	0.33	0.50	0.32	3.50	2.01
	Vert %	8.24	8.96	9.32	10.00	8.55	8.53
	Index	100	109	113	121	104	103
			*	*	*	*	*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgt'd	2569	4	9	3	34	23
	Weighted (000)	13480	17	36	8	191	131
	Horz %	100.00	0.13	0.27	0.06	1.42	0.97
	Vert %	5.52	2.33	3.30	1.24	2.32	2.76
	Index	100	42	60	22	42	50
			*	*	*		*
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd	3181	6	6	12	74	41
	Weighted (000)	16260	26	19	47	351	210
	Horz %	100.00	0.16	0.12	0.29	2.16	1.29
	Vert %	6.66	3.50	1.79	7.26	4.27	4.42
	Index	100	53	27	109	64	66
			*	*	*	*	*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd	1106	3	3	2	29	18
	Weighted (000)	5735	12	12	19	164	78
	Horz %	100.00	0.21	0.20	0.33	2.86	1.36
	Vert %	2.35	1.62	1.06	2.98	1.99	1.64
	Index	100	69	45	127	85	70
			*	*	*	*	*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgt'd	906	0	1	0	7	3
	Weighted (000)	5268	0	9	0	40	21
	Horz %	100.00	0.00	0.17	0.00	0.76	0.41
	Vert %	2.16	0.00	0.85	0.00	0.49	0.45
	Index	100	0	39	0	23	21
			*	*	*	*	*
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgt'd	302	0	0	0	1	1
	Weighted (000)	1893	0	0	0	1	1
	Horz %	100.00	0.00	0.00	0.00	0.07	0.07
	Vert %	0.78	0.00	0.00	0.00	0.02	0.03
	Index	100	0	0	0	2	3

		Adults 18+	Own\Lease Buick Enclave	Own\Lease Buick LaCrosse	Own\Lease Buick Regal	Own\Lease any Buick	Most recent vehicle bought/leased Buick
				*	*	*	
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgt'd	5121	5	23	8	111	63
	Weighted (000)	26008	22	110	28	637	366
	Horz %	100.00	0.08	0.42	0.11	2.45	1.41
	Vert %	10.66	2.91	10.18	4.41	7.75	7.71
	Index	100	27	96	41	73	72
			*	*	*		*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt'd	2133	2	6	3	55	35
	Weighted (000)	10077	4	46	15	351	250
	Horz %	100.00	0.03	0.46	0.15	3.49	2.48
	Vert %	4.13	0.47	4.27	2.33	4.27	5.26
	Index	100	11	103	56	103	127
			*	*	*	*	*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt'd	1989	3	8	3	38	25
	Weighted (000)	11746	5	32	8	244	159
	Horz %	100.00	0.04	0.27	0.07	2.08	1.35
	Vert %	4.81	0.66	2.96	1.30	2.97	3.34
	Index	100	14	62	27	62	69
			*	*	*	*	*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgt'd	1303	2	4	3	31	16
	Weighted (000)	6945	6	36	21	173	72
	Horz %	100.00	0.08	0.51	0.30	2.49	1.04
	Vert %	2.85	0.76	3.30	3.26	2.10	1.52
	Index	100	27	116	115	74	53
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgt'd	41037	119	188	106	1213	706
	Weighted (000)	204462	613	872	515	6653	3770
	Horz %	100.00	0.30	0.43	0.25	3.25	1.84
	Vert %	83.77	81.89	80.47	80.00	80.88	79.34
	Index	100	98	96	96	97	95
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgt'd	25278	71	118	57	699	400
	Weighted (000)	122460	394	573	268	3804	2112
	Horz %	100.00	0.32	0.47	0.22	3.11	1.72
	Vert %	50.17	52.62	52.89	41.66	46.24	44.44
	Index	100	105	105	83	92	89
					*		
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgt'd	18835	66	95	38	589	350
	Weighted (000)	94930	333	416	180	3171	1886
	Horz %	100.00	0.35	0.44	0.19	3.34	1.99
	Vert %	38.89	44.54	38.35	28.05	38.55	39.69
	Index	100	115	99	72	99	102
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgt'd	22339	60	99	57	619	355
	Weighted (000)	109527	288	465	322	3383	1823
	Horz %	100.00	0.26	0.42	0.29	3.09	1.66
	Vert %	44.87	38.54	42.86	50.01	41.12	38.37
	Index	100	86	96	111	92	86
			*	*	*		
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgt'd	8087	22	37	17	235	138
	Weighted (000)	41055	133	178	80	1249	747
	Horz %	100.00	0.32	0.43	0.20	3.04	1.82
	Vert %	16.82	17.75	16.46	12.47	15.18	15.73
	Index	100	106	98	74	90	94

		Adults 18+	Own\Lease Buick Enclave	Own\Lease Buick LaCrosse	Own\Lease Buick Regal	Own\Lease any Buick	Most recent vehicle bought/leased Buick
			*	*	*		*
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgt'd	2418	7	7	7	74	37
	Weighted (000)	12268	50	40	25	428	199
	Horz %	100.00	0.41	0.33	0.20	3.49	1.62
	Vert %	5.03	6.73	3.72	3.83	5.21	4.18
	Index	100	134	74	76	104	83
					*		
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgt'd	16140	52	88	43	531	317
	Weighted (000)	79167	275	456	242	2925	1664
	Horz %	100.00	0.35	0.58	0.31	3.69	2.10
	Vert %	32.43	36.81	42.11	37.57	35.56	35.01
	Index	100	114	130	116	110	108
					*		
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgt'd	21592	71	111	56	640	388
	Weighted (000)	106532	342	488	301	3351	1904
	Horz %	100.00	0.32	0.46	0.28	3.15	1.79
	Vert %	43.65	45.73	45.00	46.86	40.74	40.08
	Index	100	105	103	107	93	92
					*		
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgt'd	16960	53	69	49	495	293
	Weighted (000)	85146	252	332	267	2673	1509
	Horz %	100.00	0.30	0.39	0.31	3.14	1.77
	Vert %	34.88	33.67	30.64	41.54	32.49	31.76
	Index	100	97	88	119	93	91
			*	*	*		
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgt'd	8346	24	30	17	242	133
	Weighted (000)	42195	135	135	87	1375	770
	Horz %	100.00	0.32	0.32	0.21	3.26	1.82
	Vert %	17.29	18.04	12.45	13.59	16.71	16.19
	Index	100	104	72	79	97	94
			*	*	*		*
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgt'd	2161	6	9	3	64	32
	Weighted (000)	10847	24	64	20	378	224
	Horz %	100.00	0.22	0.59	0.19	3.49	2.06
	Vert %	4.44	3.22	5.87	3.13	4.60	4.71
	Index	100	73	132	70	103	106
			*	*	*		
Where Listen to Radio on Typical Weekday: Home	Unwgt'd	13605	27	61	30	426	272
	Weighted (000)	66444	137	284	136	2008	1309
	Horz %	100.00	0.21	0.43	0.21	3.02	1.97
	Vert %	27.22	18.26	26.21	21.20	24.41	27.54
	Index	100	67	96	78	90	101
Where Listen to Radio on Typical Weekday: Car	Unwgt'd	37582	123	184	100	1150	667
	Weighted (000)	186198	626	837	478	6194	3479
	Horz %	100.00	0.34	0.45	0.26	3.33	1.87
	Vert %	76.28	83.60	77.17	74.26	75.30	73.20
	Index	100	110	101	97	99	96
			*	*	*		
Where Listen to Radio on Typical Weekday: Work	Unwgt'd	6358	20	19	18	173	98
	Weighted (000)	32708	125	103	108	1170	663
	Horz %	100.00	0.38	0.31	0.33	3.58	2.03
	Vert %	13.40	16.70	9.49	16.85	14.22	13.94
	Index	100	125	71	126	106	104

		Adults 18+	Own\Lease Buick Enclave	Own\Lease Buick LaCrosse	Own\Lease Buick Regal	Own\Lease any Buick	Most recent vehicle bought/leased Buick
			*	*	*	*	*
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgt'd	1490	3	5	4	43	23
	Weighted (000)	7844	18	22	7	220	140
	Horz %	100.00	0.23	0.28	0.09	2.80	1.79
	Vert %	3.21	2.43	2.06	1.04	2.67	2.95
	Index	100	75	64	32	83	92
			*	*	*	*	*
Where Listen to Radio on Typical Weekend: Home	Unwgt'd	16122	32	69	38	474	290
	Weighted (000)	79216	157	331	161	2385	1438
	Horz %	100.00	0.20	0.42	0.20	3.01	1.82
	Vert %	32.45	20.96	30.50	25.05	29.00	30.27
	Index	100	65	94	77	89	93
			*	*	*	*	*
Where Listen to Radio on Typical Weekend: Car	Unwgt'd	34584	112	176	93	1083	642
	Weighted (000)	172300	570	805	460	5941	3379
	Horz %	100.00	0.33	0.47	0.27	3.45	1.96
	Vert %	70.59	76.14	74.26	71.57	72.22	71.10
	Index	100	108	105	101	102	101
			*	*	*	*	*
Where Listen to Radio on Typical Weekend: Work	Unwgt'd	2377	11	7	8	69	40
	Weighted (000)	13032	62	47	55	444	246
	Horz %	100.00	0.48	0.36	0.43	3.40	1.89
	Vert %	5.34	8.34	4.32	8.62	5.39	5.17
	Index	100	156	81	161	101	97
			*	*	*	*	*
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgt'd	1550	4	3	4	43	20
	Weighted (000)	8439	18	17	14	278	162
	Horz %	100.00	0.22	0.20	0.17	3.29	1.92
	Vert %	3.46	2.46	1.58	2.17	3.38	3.42
	Index	100	71	46	63	98	99
			*	*	*	*	*
Ever Listen to AM Radio (Terrestrial Radio)	Unwgt'd	8872	38	53	29	331	189
	Weighted (000)	37216	134	217	82	1531	886
	Horz %	100.00	0.36	0.58	0.22	4.11	2.38
	Vert %	15.25	17.86	20.03	12.76	18.61	18.65
	Index	100	117	131	84	122	122
			*	*	*	*	*
Ever Listen to FM Radio (Terrestrial Radio)	Unwgt'd	35648	100	157	88	1039	613
	Weighted (000)	180517	522	753	465	5759	3340
	Horz %	100.00	0.29	0.42	0.26	3.19	1.85
	Vert %	73.96	69.78	69.48	72.24	70.02	70.29
	Index	100	94	94	98	95	95
			*	*	*	*	*
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgt'd	38624	111	180	102	1164	685
	Weighted (000)	192537	558	832	499	6286	3635
	Horz %	100.00	0.29	0.43	0.26	3.26	1.89
	Vert %	78.88	74.53	76.72	77.51	76.42	76.49
	Index	100	94	97	98	97	97
			*	*	*	*	*
Ever Listen to Satellite Radio (SiriusXM)	Unwgt'd	6808	48	63	23	271	155
	Weighted (000)	31804	260	296	79	1392	737
	Horz %	100.00	0.82	0.93	0.25	4.38	2.32
	Vert %	13.03	34.74	27.27	12.29	16.92	15.50
	Index	100	267	209	94	130	119



		Adults 18+	Own\Lease Buick Enclave	Own\Lease Buick LaCrosse	Own\Lease Buick Regal	Own\Lease any Buick	Most recent vehicle bought/leased Buick
						*	
Household Subscribes to Satellite (SiriusXM) Radio	Unwgt'd	9333	59	72	25	344	193
	Weighted (000)	45323	344	310	81	1871	1007
	Horz %	100.00	0.76	0.68	0.18	4.13	2.22
	Vert %	18.57	46.03	28.64	12.57	22.75	21.18
	Index	100	248	154	68	122	114
						*	
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgt'd	15153	106	114	40	559	321
	Weighted (000)	76621	591	574	179	3097	1659
	Horz %	100.00	0.77	0.75	0.23	4.04	2.16
	Vert %	31.39	78.98	52.92	27.80	37.65	34.91
	Index	100	252	169	89	120	111
			*	*	*		
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgt'd	12633	40	40	37	314	135
	Weighted (000)	64670	221	242	222	1884	746
	Horz %	100.00	0.34	0.37	0.34	2.91	1.15
	Vert %	26.49	29.54	22.30	34.56	22.90	15.69
	Index	100	111	84	130	86	59
			*	*	*		
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgt'd	7343	19	31	14	185	107
	Weighted (000)	36346	69	126	61	921	486
	Horz %	100.00	0.19	0.35	0.17	2.53	1.34
	Vert %	14.89	9.27	11.61	9.56	11.20	10.23
	Index	100	62	78	64	75	69
			*	*	*		
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgt'd	19242	39	52	44	444	235
	Weighted (000)	97996	195	238	218	2577	1362
	Horz %	100.00	0.20	0.24	0.22	2.63	1.39
	Vert %	40.15	26.12	21.99	33.87	31.33	28.67
	Index	100	65	55	84	78	71
			*	*	*		
Listening to Any Radio on the Internet/Online - Past Month	Unwgt'd	21921	50	63	49	509	273
	Weighted (000)	110983	233	285	238	2866	1497
	Horz %	100.00	0.21	0.26	0.21	2.58	1.35
	Vert %	45.47	31.17	26.32	37.07	34.84	31.50
	Index	100	69	58	82	77	69
			*	*	*		*
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month	Unwgt'd	3452	14	7	5	95	48
	Weighted (000)	17001	69	15	5	434	197
	Horz %	100.00	0.41	0.09	0.03	2.55	1.16
	Vert %	6.97	9.21	1.41	0.74	5.27	4.15
	Index	100	132	20	11	76	60
			*	*	*		
Downloaded Music - Past Month	Unwgt'd	9054	23	24	24	209	98
	Weighted (000)	47933	140	122	155	1239	539
	Horz %	100.00	0.29	0.25	0.32	2.59	1.12
	Vert %	19.64	18.67	11.24	24.03	15.07	11.34
	Index	100	95	57	122	77	58
			*	*	*		*
Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgt'd	3700	8	7	6	79	47
	Weighted (000)	17081	33	38	15	349	216
	Horz %	100.00	0.20	0.22	0.09	2.05	1.26
	Vert %	7.00	4.45	3.53	2.26	4.25	4.54
	Index	100	64	50	32	61	65

		Adults 18+	Own\Lease Buick Enclave	Own\Lease Buick LaCrosse	Own\Lease Buick Regal	Own\Lease any Buick	Most recent vehicle bought/leased Buick
			*	*	*		
Visited iHeartRadio site - Past Month	Unwgted	4412	15	16	7	116	66
	Weighted (000)	21989	56	71	22	560	308
	Horz %	100.00	0.25	0.32	0.10	2.55	1.40
	Vert %	9.01	7.49	6.53	3.48	6.81	6.48
	Index	100	83	73	39	76	72
			*	*	*		
Visited iTunes.com site - Past Month	Unwgted	8331	32	24	12	193	100
	Weighted (000)	40212	161	112	66	1048	556
	Horz %	100.00	0.40	0.28	0.16	2.61	1.38
	Vert %	16.47	21.56	10.32	10.20	12.74	11.70
	Index	100	131	63	62	77	71
			*	*	*		
Visited Pandora.com site - Past Month	Unwgted	16996	42	52	45	404	213
	Weighted (000)	87700	217	239	265	2339	1201
	Horz %	100.00	0.25	0.27	0.30	2.67	1.37
	Vert %	35.93	29.05	22.07	41.25	28.44	25.28
	Index	100	81	61	115	79	70
			*	*	*		
Visited Spotify site - Past Month	Unwgted	6074	16	15	15	126	67
	Weighted (000)	32588	78	90	84	784	439
	Horz %	100.00	0.24	0.27	0.26	2.40	1.35
	Vert %	13.35	10.44	8.26	13.11	9.52	9.24
	Index	100	78	62	98	71	69
			*	*	*		
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16507	47	90	47	531	322
	Weighted (000)	83844	243	401	236	2938	1809
	Horz %	100.00	0.29	0.48	0.28	3.50	2.16
	Vert %	34.35	32.53	37.04	36.68	35.72	38.07
	Index	100	95	108	107	104	111
			*	*	*		
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13908	31	76	33	448	261
	Weighted (000)	70343	151	344	167	2477	1449
	Horz %	100.00	0.22	0.49	0.24	3.52	2.06
	Vert %	28.82	20.25	31.77	26.02	30.11	30.49
	Index	100	70	110	90	104	106
			*	*	*		
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	17125	45	94	51	548	326
	Weighted (000)	86850	226	463	291	3099	1880
	Horz %	100.00	0.26	0.53	0.34	3.57	2.16
	Vert %	35.58	30.18	42.73	45.26	37.68	39.55
	Index	100	85	120	127	106	111
			*	*	*		
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	12845	32	69	39	404	239
	Weighted (000)	65189	175	322	203	2299	1420
	Horz %	100.00	0.27	0.49	0.31	3.53	2.18
	Vert %	26.71	23.43	29.72	31.53	27.95	29.88
	Index	100	88	111	118	105	112
			*	*	*		
Most trusted media: Radio	Unwgted	4143	12	20	16	137	84
	Weighted (000)	21056	68	87	91	747	481
	Horz %	100.00	0.32	0.41	0.43	3.55	2.29
	Vert %	8.63	9.13	8.05	14.19	9.08	10.13
	Index	100	106	93	164	105	117

		Adults 18+	Own\Lease Buick Enclave	Own\Lease Buick LaCrosse	Own\Lease Buick Regal	Own\Lease any Buick	Most recent vehicle bought/leased Buick
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38598	115	197	108	1267	763
	Weighted (000)	190885	643	928	535	6958	4035
	Horz %	100.00	0.34	0.49	0.28	3.65	2.11
	Vert %	78.20	85.96	85.59	83.25	84.59	84.92
	Index	100	110	109	106	108	109
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30674	95	162	87	1036	630
	Weighted (000)	150599	555	782	453	5622	3241
	Horz %	100.00	0.37	0.52	0.30	3.73	2.15
	Vert %	61.70	74.20	72.14	70.44	68.35	68.19
	Index	100	120	117	114	111	111
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26407	81	145	74	871	538
	Weighted (000)	129573	435	655	366	4682	2763
	Horz %	100.00	0.34	0.51	0.28	3.61	2.13
	Vert %	53.09	58.10	60.42	56.83	56.91	58.15
	Index	100	109	114	107	107	110
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30767	97	155	80	1034	619
	Weighted (000)	150356	529	747	372	5608	3201
	Horz %	100.00	0.35	0.50	0.25	3.73	2.13
	Vert %	61.60	70.65	68.92	57.84	68.18	67.37
	Index	100	115	112	94	111	109
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13588	37	95	50	542	335
	Weighted (000)	72467	188	490	251	3129	1939
	Horz %	100.00	0.26	0.68	0.35	4.32	2.68
	Vert %	29.69	25.09	45.22	39.05	38.03	40.80
	Index	100	84	152	132	128	137
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	24214	73	138	74	898	534
	Weighted (000)	122899	453	646	367	4901	2850
	Horz %	100.00	0.37	0.53	0.30	3.99	2.32
	Vert %	50.35	60.53	59.62	57.12	59.58	59.98
	Index	100	120	118	113	118	119
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	8203	28	36	21	265	159
	Weighted (000)	41009	165	150	100	1421	869
	Horz %	100.00	0.40	0.37	0.24	3.47	2.12
	Vert %	16.80	21.99	13.83	15.48	17.27	18.29
	Index	100	131	82	92	103	109
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	20426	71	129	53	729	459
	Weighted (000)	102185	387	613	273	3955	2422
	Horz %	100.00	0.38	0.60	0.27	3.87	2.37
	Vert %	41.86	51.69	56.53	42.38	48.09	50.97
	Index	100	123	135	101	115	122
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	23818	80	118	60	806	483
	Weighted (000)	120635	407	571	273	4343	2614
	Horz %	100.00	0.34	0.47	0.23	3.60	2.17
	Vert %	49.42	54.43	52.70	42.47	52.80	55.01
	Index	100	110	107	86	107	111

		Adults 18+	Own\Lease Buick Enclave	Own\Lease Buick LaCrosse	Own\Lease Buick Regal	Own\Lease any Buick	Most recent vehicle bought/leased Buick
			*	*	*		*
Downloaded a TV Program - Past Month	Unwgt'd	2514	8	8	5	59	34
	Weighted (000)	11768	66	45	14	332	191
	Horz %	100.00	0.56	0.38	0.12	2.82	1.62
	Vert %	4.82	8.80	4.12	2.15	4.03	4.02
	Index	100	182	86	45	84	83
			*	*	*		
Watched a TV Program Online - Past Month	Unwgt'd	8915	20	26	12	199	118
	Weighted (000)	43431	97	131	50	1001	611
	Horz %	100.00	0.22	0.30	0.12	2.30	1.41
	Vert %	17.79	13.02	12.08	7.79	12.17	12.85
	Index	100	73	68	44	68	72
			*	*	*		
Visited a TV Network or TV Show's Web Site - Past Month	Unwgt'd	9786	25	37	15	222	124
	Weighted (000)	47213	117	212	87	1213	655
	Horz %	100.00	0.25	0.45	0.18	2.57	1.39
	Vert %	19.34	15.58	19.54	13.49	14.74	13.79
	Index	100	81	101	70	76	71
			*	*	*		
Looked at TV Listings Online - Past Month	Unwgt'd	5331	22	20	12	159	81
	Weighted (000)	24808	111	126	54	872	439
	Horz %	100.00	0.45	0.51	0.22	3.51	1.77
	Vert %	10.16	14.90	11.60	8.41	10.60	9.23
	Index	100	147	114	83	104	91
Household Subscribes to Cable TV	Unwgt'd	22534	60	133	62	734	454
	Weighted (000)	109088	310	631	324	4029	2409
	Horz %	100.00	0.28	0.58	0.30	3.69	2.21
	Vert %	44.69	41.44	58.19	50.36	48.98	50.70
	Index	100	93	130	113	110	113
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgt'd	37894	123	203	101	1250	735
	Weighted (000)	188357	658	980	511	6906	3972
	Horz %	100.00	0.35	0.52	0.27	3.67	2.11
	Vert %	77.17	87.95	90.45	79.51	83.95	83.60
	Index	100	114	117	103	109	108
Viewed Any Cable TV (Including Pay) - Past Week	Unwgt'd	36344	115	191	96	1202	703
	Weighted (000)	180739	603	943	490	6663	3820
	Horz %	100.00	0.33	0.52	0.27	3.69	2.11
	Vert %	74.05	80.59	86.97	76.19	81.00	80.39
	Index	100	109	117	103	109	109
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgt'd	26301	88	148	70	917	555
	Weighted (000)	131456	479	753	364	5142	3070
	Horz %	100.00	0.36	0.57	0.28	3.91	2.34
	Vert %	53.86	64.01	69.43	56.56	62.50	64.61
	Index	100	119	129	105	116	120
					*		
Viewed Any Premium Cable Channels - Past Month	Unwgt'd	15801	52	86	36	472	269
	Weighted (000)	75868	239	381	183	2484	1400
	Horz %	100.00	0.32	0.50	0.24	3.27	1.85
	Vert %	31.08	32.00	35.17	28.46	30.20	29.46
	Index	100	103	113	92	97	95

		Adults 18+	Own\Lease Buick Enclave	Own\Lease Buick LaCrosse	Own\Lease Buick Regal	Own\Lease any Buick	Most recent vehicle bought/leased Buick
Viewed Any Pay-Per-View Programs or Events - Past Year			*	*	*		
	Unwgt'd	5693	23	21	7	144	76
	Weighted (000)	27121	96	69	39	713	380
	Horz %	100.00	0.35	0.26	0.14	2.63	1.40
	Vert %	11.11	12.84	6.39	6.04	8.67	7.99
	Index	100	116	58	54	78	72
Viewed Any Video-On-Demand Programs or Events - Past Year			*		*		
	Unwgt'd	13030	45	53	26	360	195
	Weighted (000)	59121	209	211	110	1820	928
	Horz %	100.00	0.35	0.36	0.19	3.08	1.57
	Vert %	24.22	27.95	19.43	17.13	22.13	19.53
	Index	100	115	80	71	91	81
Household Has a Satellite Dish						*	
	Unwgt'd	10843	52	50	28	396	215
	Weighted (000)	61939	315	289	165	2450	1325
	Horz %	100.00	0.51	0.47	0.27	3.96	2.14
	Vert %	25.38	42.09	26.64	25.68	29.78	27.88
	Index	100	166	105	101	117	110
Household Has a Digital Video Recorder (DVR)							
	Unwgt'd	23728	91	131	63	763	414
	Weighted (000)	116768	489	669	312	4265	2295
	Horz %	100.00	0.42	0.57	0.27	3.65	1.97
	Vert %	47.84	65.42	61.67	48.53	51.85	48.30
	Index	100	137	129	101	108	101
Any Internet/Online Activity - Past Month							
	Unwgt'd	42373	125	192	109	1221	709
	Weighted (000)	208554	663	897	557	6635	3763
	Horz %	100.00	0.32	0.43	0.27	3.18	1.80
	Vert %	85.44	88.63	82.73	86.60	80.66	79.19
	Index	100	104	97	101	94	93
Played Games Online - Past Month			*		*		
	Unwgt'd	13852	41	68	33	418	236
	Weighted (000)	73850	216	323	150	2341	1292
	Horz %	100.00	0.29	0.44	0.20	3.17	1.75
	Vert %	30.26	28.86	29.80	23.24	28.45	27.18
	Index	100	95	98	77	94	90
Downloaded a Video Game - Past Month			*	*	*		
	Unwgt'd	5083	9	14	10	104	54
	Weighted (000)	28601	71	99	60	687	334
	Horz %	100.00	0.25	0.34	0.21	2.40	1.17
	Vert %	11.72	9.48	9.10	9.29	8.35	7.03
	Index	100	81	78	79	71	60
Downloaded a Movie - Past Month			*	*	*		
	Unwgt'd	4447	14	15	6	94	52
	Weighted (000)	21989	71	71	27	547	285
	Horz %	100.00	0.32	0.32	0.12	2.49	1.29
	Vert %	9.01	9.46	6.54	4.23	6.65	5.99
	Index	100	105	73	47	74	66
Watched a Movie Online - Past Month			*	*	*		
	Unwgt'd	11540	30	34	21	245	145
	Weighted (000)	58047	156	173	90	1397	825
	Horz %	100.00	0.27	0.30	0.15	2.41	1.42
	Vert %	23.78	20.85	15.93	13.97	16.98	17.37
	Index	100	88	67	59	71	73

		Adults 18+	Own\Lease Buick Enclave	Own\Lease Buick LaCrosse	Own\Lease Buick Regal	Own\Lease any Buick	Most recent vehicle bought/leased Buick
Watched Online Video (Not Movie, TV) - Past Month			*	*	*		
	Unwgt'd	10029	20	25	20	218	116
	Weighted (000)	50248	74	173	76	1197	632
	Horz %	100.00	0.15	0.35	0.15	2.38	1.26
	Vert %	20.59	9.90	15.99	11.82	14.56	13.29
	Index	100	48	78	57	71	65
Visited a Chat Room - Past Month			*	*	*	*	*
	Unwgt'd	2194	6	9	4	47	27
	Weighted (000)	10601	31	42	25	262	144
	Horz %	100.00	0.30	0.40	0.24	2.47	1.36
	Vert %	4.34	4.20	3.88	3.93	3.18	3.02
	Index	100	97	89	91	73	70
Used e-Mail - Past Month							
	Unwgt'd	37148	119	176	86	1049	612
	Weighted (000)	177506	595	787	402	5465	3067
	Horz %	100.00	0.34	0.44	0.23	3.08	1.73
	Vert %	72.72	79.53	72.63	62.49	66.44	64.55
	Index	100	109	100	86	91	89
Used Instant Messenger/IM Online - Past Month							
	Unwgt'd	29084	79	111	77	765	436
	Weighted (000)	148723	406	525	400	4283	2359
	Horz %	100.00	0.27	0.35	0.27	2.88	1.59
	Vert %	60.93	54.31	48.48	62.16	52.06	49.65
	Index	100	89	80	102	85	81
Visited Online Blogs - Past Month			*	*	*		
	Unwgt'd	6650	17	14	9	132	76
	Weighted (000)	32542	71	41	42	678	386
	Horz %	100.00	0.22	0.13	0.13	2.08	1.19
	Vert %	13.33	9.52	3.76	6.55	8.24	8.13
	Index	100	71	28	49	62	61
Wrote an Online Blog - Past Month			*	*	*	*	*
	Unwgt'd	1215	4	1	3	30	20
	Weighted (000)	5810	29	1	7	189	134
	Horz %	100.00	0.49	0.02	0.12	3.26	2.31
	Vert %	2.38	3.81	0.13	1.12	2.30	2.83
	Index	100	160	5	47	97	119
Uploaded or Added Video to a Web Site - Past Month			*	*	*		*
	Unwgt'd	4085	11	7	7	78	35
	Weighted (000)	20569	42	52	37	477	233
	Horz %	100.00	0.21	0.25	0.18	2.32	1.13
	Vert %	8.43	5.68	4.78	5.72	5.79	4.91
	Index	100	67	57	68	69	58
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services							
	Unwgt'd	36787	102	154	92	996	574
	Weighted (000)	184180	530	740	469	5562	3167
	Horz %	100.00	0.29	0.40	0.25	3.02	1.72
	Vert %	75.46	70.87	68.30	72.98	67.61	66.65
	Index	100	94	91	97	90	88
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook							
	Unwgt'd	29944	83	117	80	815	477
	Weighted (000)	152016	415	610	426	4617	2684
	Horz %	100.00	0.27	0.40	0.28	3.04	1.77
	Vert %	62.28	55.48	56.31	66.15	56.13	56.49
	Index	100	89	90	106	90	91

		Adults 18+	Own\Lease Buick Enclave	Own\Lease Buick LaCrosse	Own\Lease Buick Regal	Own\Lease any Buick	Most recent vehicle bought/leased Buick
			*	*	*	*	*
Foursquare	Unwgted	259	1	0	0	5	1
	Weighted (000)	1096	6	0	0	29	1
	Horz %	100.00	0.58	0.00	0.00	2.68	0.06
	Vert %	0.45	0.84	0.00	0.00	0.36	0.01
	Index	100	188	0	0	80	3
			*	*	*		
Google + (Google Plus)	Unwgted	7523	23	36	13	207	124
	Weighted (000)	37002	109	182	62	1103	625
	Horz %	100.00	0.30	0.49	0.17	2.98	1.69
	Vert %	15.16	14.60	16.77	9.69	13.41	13.16
	Index	100	96	111	64	88	87
			*	*	*		
Instagram	Unwgted	11180	26	37	20	229	130
	Weighted (000)	59923	128	175	82	1301	711
	Horz %	100.00	0.21	0.29	0.14	2.17	1.19
	Vert %	24.55	17.04	16.15	12.72	15.82	14.96
	Index	100	69	66	52	64	61
			*	*	*		
LinkedIn	Unwgted	7899	34	29	14	165	95
	Weighted (000)	31599	144	121	44	701	376
	Horz %	100.00	0.45	0.38	0.14	2.22	1.19
	Vert %	12.95	19.21	11.13	6.82	8.52	7.92
	Index	100	148	86	53	66	61
			*	*	*		
Pinterest	Unwgted	9299	32	35	14	246	131
	Weighted (000)	49108	132	160	92	1416	717
	Horz %	100.00	0.27	0.33	0.19	2.88	1.46
	Vert %	20.12	17.62	14.80	14.24	17.22	15.08
	Index	100	88	74	71	86	75
			*	*	*	*	*
Tumblr	Unwgted	1737	4	3	2	32	14
	Weighted (000)	9309	11	7	4	189	115
	Horz %	100.00	0.12	0.07	0.04	2.03	1.23
	Vert %	3.81	1.44	0.64	0.61	2.29	2.42
	Index	100	38	17	16	60	63
			*	*	*		
Twitter	Unwgted	6507	19	21	15	154	87
	Weighted (000)	32509	71	101	88	972	602
	Horz %	100.00	0.22	0.31	0.27	2.99	1.85
	Vert %	13.32	9.51	9.32	13.71	11.82	12.66
	Index	100	71	70	103	89	95
			*	*	*	*	*
Yelp	Unwgted	4238	8	7	7	73	42
	Weighted (000)	17049	27	23	16	297	150
	Horz %	100.00	0.16	0.14	0.09	1.74	0.88
	Vert %	6.98	3.64	2.13	2.44	3.62	3.16
	Index	100	52	30	35	52	45
YouTube	Unwgted	24878	56	90	56	611	339
	Weighted (000)	125197	285	464	272	3407	1895
	Horz %	100.00	0.23	0.37	0.22	2.72	1.51
	Vert %	51.29	38.14	42.80	42.35	41.42	39.88
	Index	100	74	83	83	81	78

		Adults 18+	Own\Lease Buick Enclave	Own\Lease Buick LaCrosse	Own\Lease Buick Regal	Own\Lease any Buick	Most recent vehicle bought/leased Buick
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something					*		
	Unwgt'd	19391	59	68	44	505	286
	Weighted (000)	98998	280	365	233	2860	1546
	Horz %	100.00	0.28	0.37	0.24	2.89	1.56
	Vert %	40.56	37.45	33.66	36.28	34.77	32.54
Index	100	92	83	89	86	80	
"Follow" or become a "fan of" something or someone			*	*	*		
	Unwgt'd	9880	24	35	22	215	121
	Weighted (000)	51999	110	184	103	1161	627
	Horz %	100.00	0.21	0.35	0.20	2.23	1.21
	Vert %	21.30	14.68	16.95	16.00	14.11	13.19
Index	100	69	80	75	66	62	
Clicked on an advertisement			*	*	*		
	Unwgt'd	7250	22	20	12	184	101
	Weighted (000)	34609	102	82	52	934	481
	Horz %	100.00	0.30	0.24	0.15	2.70	1.39
	Vert %	14.18	13.65	7.60	8.11	11.35	10.12
Index	100	96	54	57	80	71	
Watched a video							
	Unwgt'd	23931	57	82	52	587	323
	Weighted (000)	121821	290	430	231	3364	1846
	Horz %	100.00	0.24	0.35	0.19	2.76	1.52
	Vert %	49.91	38.70	39.70	35.95	40.89	38.84
Index	100	78	80	72	82	78	
Websites or apps visited or used in the last 30 days: Coupons			*	*	*	*	*
	Unwgt'd	1642	5	9	2	42	25
	Weighted (000)	7736	24	45	19	217	119
	Horz %	100.00	0.31	0.58	0.25	2.81	1.54
	Vert %	3.17	3.20	4.15	3.00	2.64	2.51
Index	100	101	131	95	83	79	
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month							
	Unwgt'd	40180	116	158	97	1076	593
	Weighted (000)	200974	598	713	492	5947	3160
	Horz %	100.00	0.30	0.35	0.24	2.96	1.57
	Vert %	82.34	79.98	65.81	76.46	72.29	66.50
Index	100	97	80	93	88	81	
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month					*		
	Unwgt'd	20952	57	77	42	480	270
	Weighted (000)	106707	263	347	213	2808	1553
	Horz %	100.00	0.25	0.32	0.20	2.63	1.46
	Vert %	43.72	35.08	31.99	33.19	34.13	32.68
Index	100	80	73	76	78	75	
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month					*		
	Unwgt'd	19339	57	58	41	448	229
	Weighted (000)	97935	307	271	222	2634	1352
	Horz %	100.00	0.31	0.28	0.23	2.69	1.38
	Vert %	40.12	41.08	24.97	34.52	32.02	28.44
Index	100	102	62	86	80	71	
Played Music on Cellular Phone/Mobile/Smartphone - Past Month							
	Unwgt'd	24725	67	73	53	559	299
	Weighted (000)	126500	323	357	269	3247	1713
	Horz %	100.00	0.26	0.28	0.21	2.57	1.35
	Vert %	51.83	43.20	32.91	41.79	39.47	36.05
Index	100	83	63	81	76	70	



		Adults 18+	Own\Lease Buick Enclave	Own\Lease Buick LaCrosse	Own\Lease Buick Regal	Own\Lease any Buick	Most recent vehicle bought/leased Buick
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month			*		*		
	Unwgt'd	15697	43	51	34	385	207
	Weighted (000)	84080	201	247	162	2254	1213
	Horz %	100.00	0.24	0.29	0.19	2.68	1.44
	Vert %	34.45	26.80	22.83	25.19	27.40	25.52
Index	100	78	66	73	80	74	
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month			*	*	*		
	Unwgt'd	11626	25	32	21	247	131
	Weighted (000)	61092	138	150	98	1550	812
	Horz %	100.00	0.23	0.25	0.16	2.54	1.33
	Vert %	25.03	18.48	13.81	15.16	18.84	17.08
Index	100	74	55	61	75	68	
Used a Mobile "App" - Past Month							
	Unwgt'd	25794	74	81	51	602	318
	Weighted (000)	128777	389	364	248	3424	1723
	Horz %	100.00	0.30	0.28	0.19	2.66	1.34
	Vert %	52.76	52.00	33.56	38.49	41.62	36.27
Index	100	99	64	73	79	69	
Read Any Daily Newspaper (Print/Paper/Hard Copy)			*		*		
	Unwgt'd	10912	47	76	46	496	328
	Weighted (000)	50128	202	355	233	2597	1684
	Horz %	100.00	0.40	0.71	0.46	5.18	3.36
	Vert %	20.54	26.97	32.78	36.18	31.57	35.45
Index	100	131	160	176	154	173	
Read Any Sunday Newspaper (Print/Paper/Hard Copy)							
	Unwgt'd	14245	56	99	53	613	386
	Weighted (000)	67106	278	443	240	3202	1973
	Horz %	100.00	0.41	0.66	0.36	4.77	2.94
	Vert %	27.49	37.21	40.83	37.25	38.92	41.51
Index	100	135	149	135	142	151	
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month							
	Unwgt'd	19488	52	76	50	519	270
	Weighted (000)	91290	224	301	241	2607	1178
	Horz %	100.00	0.25	0.33	0.26	2.86	1.29
	Vert %	37.40	29.97	27.78	37.51	31.69	24.79
Index	100	80	74	100	85	66	
Read Classified Advertising in Weekday Newspaper			*	*	*		
	Unwgt'd	3772	10	27	15	186	107
	Weighted (000)	20084	30	146	68	1087	639
	Horz %	100.00	0.15	0.73	0.34	5.41	3.18
	Vert %	8.23	4.07	13.49	10.61	13.22	13.45
Index	100	50	164	129	161	163	
Read Classified Advertising in Sunda/Weekend Newspaper			*	*	*		
	Unwgt'd	3758	8	16	20	162	82
	Weighted (000)	19510	33	96	121	976	494
	Horz %	100.00	0.17	0.49	0.62	5.00	2.53
	Vert %	7.99	4.40	8.84	18.82	11.86	10.40
Index	100	55	111	235	148	130	
Read Advertisements in Weekday Newspaper			*	*	*		
	Unwgt'd	3812	16	32	12	190	118
	Weighted (000)	17916	65	184	68	1014	660
	Horz %	100.00	0.36	1.03	0.38	5.66	3.68
	Vert %	7.34	8.74	17.01	10.54	12.33	13.88
Index	100	119	232	144	168	189	

		Adults 18+	Own\Lease Buick Enclave	Own\Lease Buick LaCrosse	Own\Lease Buick Regal	Own\Lease any Buick	Most recent vehicle bought/leased Buick
Read Advertisements in Sunday/Weekend Newspaper			*	*	*		
	Unwgt'd	4633	20	34	21	207	128
	Weighted (000)	22092	116	233	116	1128	728
	Horz %	100.00	0.52	1.06	0.53	5.10	3.29
	Vert %	9.05	15.44	21.52	18.11	13.71	15.32
Index	100	171	238	200	151	169	
Read Circulars/Inserts/Fliers in Weekday Newspaper			*	*	*		
	Unwgt'd	5068	17	44	16	254	164
	Weighted (000)	23852	94	220	85	1399	911
	Horz %	100.00	0.39	0.92	0.36	5.86	3.82
	Vert %	9.77	12.59	20.31	13.28	17.01	19.16
Index	100	129	208	136	174	196	
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper			*	*	*		
	Unwgt'd	7203	34	58	28	338	207
	Weighted (000)	34013	221	296	131	1821	1102
	Horz %	100.00	0.65	0.87	0.39	5.35	3.24
	Vert %	13.93	29.47	27.26	20.40	22.13	23.19
Index	100	211	196	146	159	166	
Received and/or Clipped Coupons from Weekday Newspaper - Past Year			*	*	*		
	Unwgt'd	4191	23	44	15	208	148
	Weighted (000)	20652	73	198	68	1062	760
	Horz %	100.00	0.36	0.96	0.33	5.14	3.68
	Vert %	8.46	9.81	18.30	10.60	12.91	15.99
Index	100	116	216	125	153	189	
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year			*	*	*		
	Unwgt'd	9539	33	82	44	408	250
	Weighted (000)	47372	199	390	198	2219	1307
	Horz %	100.00	0.42	0.82	0.42	4.68	2.76
	Vert %	19.41	26.60	36.02	30.82	26.97	27.50
Index	100	137	186	159	139	142	
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week		*	*	*	*	*	*
	Unwgt'd	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
Index	0	0	0	0	0	0	
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week		*	*	*	*	*	*
	Unwgt'd	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
Index	0	0	0	0	0	0	
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week		*	*	*	*	*	*
	Unwgt'd	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
Index	0	0	0	0	0	0	
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month		*	*	*	*	*	*
	Unwgt'd	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
Index	0	0	0	0	0	0	

		Adults 18+	Own\Lease Buick Enclave	Own\Lease Buick LaCrosse	Own\Lease Buick Regal	Own\Lease any Buick	Most recent vehicle bought/leased Buick
			*	*	*		
Have Seen Video Ads in Grocery Stores - Past Month	Unwgt'd	8175	14	41	19	243	143
	Weighted (000)	42062	57	226	79	1326	712
	Horz %	100.00	0.13	0.54	0.19	3.15	1.69
	Vert %	17.23	7.55	20.82	12.25	16.13	14.98
	Index	100	44	121	71	94	87
			*	*	*		
Have Seen Video Ads in Drug Stores - Past Month	Unwgt'd	5434	10	24	15	146	85
	Weighted (000)	27750	40	132	67	789	426
	Horz %	100.00	0.14	0.48	0.24	2.84	1.54
	Vert %	11.37	5.28	12.18	10.47	9.60	8.97
	Index	100	46	107	92	84	79
			*	*	*		
Have Seen Video Ads in Convenience Stores - Past Month	Unwgt'd	5425	10	27	9	146	92
	Weighted (000)	27941	32	142	49	838	506
	Horz %	100.00	0.11	0.51	0.18	3.00	1.81
	Vert %	11.45	4.26	13.14	7.64	10.19	10.64
	Index	100	37	115	67	89	93
			*	*	*		
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgt'd	5807	16	30	11	185	115
	Weighted (000)	30170	45	173	37	982	547
	Horz %	100.00	0.15	0.57	0.12	3.25	1.81
	Vert %	12.36	5.97	15.94	5.75	11.93	11.50
	Index	100	48	129	47	97	93
			*	*	*		
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgt'd	5047	19	24	10	144	92
	Weighted (000)	24469	56	150	43	792	476
	Horz %	100.00	0.23	0.61	0.17	3.24	1.94
	Vert %	10.02	7.45	13.82	6.65	9.63	10.01
	Index	100	74	138	66	96	100
			*	*	*		
Have Seen Video Ads in Other Stores - Past Month	Unwgt'd	4572	6	22	9	115	68
	Weighted (000)	23484	19	108	48	647	365
	Horz %	100.00	0.08	0.46	0.20	2.76	1.56
	Vert %	9.62	2.52	9.96	7.48	7.87	7.69
	Index	100	26	104	78	82	80
			*	*	*		
Have Seen Video Ads in Shopping Malls - Past Month	Unwgt'd	6133	14	29	11	160	90
	Weighted (000)	30556	46	141	60	862	442
	Horz %	100.00	0.15	0.46	0.19	2.82	1.45
	Vert %	12.52	6.14	13.02	9.25	10.47	9.30
	Index	100	49	104	74	84	74
			*	*	*		
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgt'd	4212	10	14	9	117	69
	Weighted (000)	21008	49	66	49	660	355
	Horz %	100.00	0.23	0.31	0.24	3.14	1.69
	Vert %	8.61	6.58	6.08	7.68	8.03	7.47
	Index	100	76	71	89	93	87
			*	*	*		
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgt'd	6034	13	32	9	179	110
	Weighted (000)	31175	55	179	43	1017	595
	Horz %	100.00	0.18	0.57	0.14	3.26	1.91
	Vert %	12.77	7.34	16.54	6.69	12.37	12.51
	Index	100	57	129	52	97	98

		Adults 18+	Own\Lease Buick Enclave	Own\Lease Buick LaCrosse	Own\Lease Buick Regal	Own\Lease any Buick	Most recent vehicle bought/leased Buick
			*	*	*		
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgt'd	4611	9	22	9	122	78
	Weighted (000)	23019	29	96	62	675	392
	Horz %	100.00	0.12	0.42	0.27	2.93	1.70
	Vert %	9.43	3.81	8.88	9.66	8.20	8.24
	Index	100	40	94	102	87	87
			*	*	*		
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgt'd	4016	6	14	9	96	60
	Weighted (000)	19382	42	45	55	501	328
	Horz %	100.00	0.22	0.23	0.28	2.59	1.69
	Vert %	7.94	5.58	4.12	8.56	6.09	6.91
	Index	100	70	52	108	77	87
			*	*	*		
Have Seen Video Ads in Medical Offices - Past Month	Unwgt'd	5499	8	26	10	162	99
	Weighted (000)	27407	32	97	58	838	472
	Horz %	100.00	0.12	0.36	0.21	3.06	1.72
	Vert %	11.23	4.25	8.98	9.04	10.19	9.94
	Index	100	38	80	80	91	89
			*	*	*		
Have Seen Video Ads in Airports - Past Month	Unwgt'd	3929	8	15	7	95	60
	Weighted (000)	17909	33	87	21	506	306
	Horz %	100.00	0.18	0.49	0.12	2.83	1.71
	Vert %	7.34	4.43	8.03	3.29	6.16	6.44
	Index	100	60	109	45	84	88
			*	*	*		
Have Seen Video Ads at Gas Stations - Past Month	Unwgt'd	8390	16	40	26	230	124
	Weighted (000)	41042	73	223	103	1183	664
	Horz %	100.00	0.18	0.54	0.25	2.88	1.62
	Vert %	16.81	9.76	20.53	15.94	14.38	13.97
	Index	100	58	122	95	86	83
			*	*	*		
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgt'd	3669	5	14	5	87	54
	Weighted (000)	18065	18	78	16	494	311
	Horz %	100.00	0.10	0.43	0.09	2.73	1.72
	Vert %	7.40	2.47	7.17	2.55	6.00	6.55
	Index	100	33	97	34	81	89
			*	*	*		
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgt'd	3552	5	13	6	94	57
	Weighted (000)	16785	18	77	17	476	304
	Horz %	100.00	0.11	0.46	0.10	2.84	1.81
	Vert %	6.88	2.47	7.09	2.66	5.79	6.40
	Index	100	36	103	39	84	93
			*	*	*		
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgt'd	5092	9	26	7	127	76
	Weighted (000)	25878	31	105	26	625	346
	Horz %	100.00	0.12	0.40	0.10	2.42	1.34
	Vert %	10.60	4.12	9.66	4.05	7.60	7.28
	Index	100	39	91	38	72	69
			*	*	*		
Have Seen Ads on Billboards - Past Month	Unwgt'd	23703	72	136	70	792	468
	Weighted (000)	117973	339	680	336	4241	2469
	Horz %	100.00	0.29	0.58	0.28	3.59	2.09
	Vert %	48.33	45.25	62.72	52.20	51.55	51.95
	Index	100	94	130	108	107	107

		Adults 18+	Own\Lease Buick Enclave	Own\Lease Buick LaCrosse	Own\Lease Buick Regal	Own\Lease any Buick	Most recent vehicle bought/leased Buick
Have Seen Ads on Buses/Trains - Past Month			*	*	*		
	Unwgted	10886	22	55	23	298	178
	Weighted (000)	50330	104	221	106	1471	853
	Horz %	100.00	0.21	0.44	0.21	2.92	1.69
	Vert %	20.62	13.94	20.39	16.48	17.88	17.95
Index	100	68	99	80	87	87	
Have Seen Ads at Bus Stops or Train Stations - Past Month			*	*	*		
	Unwgted	7328	12	38	10	185	120
	Weighted (000)	32843	51	149	28	898	584
	Horz %	100.00	0.15	0.45	0.09	2.73	1.78
	Vert %	13.46	6.77	13.76	4.36	10.91	12.28
Index	100	50	102	32	81	91	
Have Seen Ads Inside Taxis - Past Month			*	*	*		
	Unwgted	3849	7	10	6	88	54
	Weighted (000)	17102	19	55	14	422	258
	Horz %	100.00	0.11	0.32	0.08	2.47	1.51
	Vert %	7.01	2.60	5.08	2.25	5.13	5.43
Index	100	37	72	32	73	78	
Have Seen Ads on Top of Taxis - Past Month			*	*	*		
	Unwgted	5892	13	27	14	160	110
	Weighted (000)	26219	49	124	47	715	511
	Horz %	100.00	0.19	0.47	0.18	2.73	1.95
	Vert %	10.74	6.58	11.42	7.24	8.69	10.76
Index	100	61	106	67	81	100	
Have Seen Ads on Phone Booths - Past Month			*	*	*		*
	Unwgted	3008	5	13	5	73	48
	Weighted (000)	14451	13	69	15	364	247
	Horz %	100.00	0.09	0.47	0.10	2.52	1.71
	Vert %	5.92	1.69	6.33	2.31	4.42	5.21
Index	100	29	107	39	75	88	
Have Seen Ads at Sports or Entertainment Events - Past Month			*	*	*		
	Unwgted	7405	15	47	20	244	139
	Weighted (000)	36191	72	247	72	1404	744
	Horz %	100.00	0.20	0.68	0.20	3.88	2.06
	Vert %	14.83	9.63	22.77	11.23	17.07	15.66
Index	100	65	154	76	115	106	
Have Seen Ads on Postcards - Past Month			*	*	*		
	Unwgted	5576	22	31	15	174	110
	Weighted (000)	26312	69	127	72	836	538
	Horz %	100.00	0.26	0.48	0.27	3.18	2.05
	Vert %	10.78	9.27	11.71	11.25	10.17	11.33
Index	100	86	109	104	94	105	
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month			*	*	*		
	Unwgted	13421	40	65	34	389	218
	Weighted (000)	66442	155	343	144	2106	1138
	Horz %	100.00	0.23	0.52	0.22	3.17	1.71
	Vert %	27.22	20.75	31.64	22.36	25.60	23.94
Index	100	76	116	82	94	88	
Have Seen Ads on Posters at Movie Theaters - Past Month			*	*	*		
	Unwgted	8606	31	44	20	238	149
	Weighted (000)	42087	123	216	79	1178	697
	Horz %	100.00	0.29	0.51	0.19	2.80	1.66
	Vert %	17.24	16.46	19.97	12.26	14.31	14.66
Index	100	95	116	71	83	85	

		Adults 18+	Own\Lease Buick Enclave	Own\Lease Buick LaCrosse	Own\Lease Buick Regal	Own\Lease any Buick	Most recent vehicle bought/leased Buick
				*	*		
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	10943	33	52	26	291	180
	Weighted (000)	53139	148	252	128	1447	844
	Horz %	100.00	0.28	0.47	0.24	2.72	1.59
	Vert %	21.77	19.83	23.23	19.88	17.60	17.75
	Index	100	91	107	91	81	82
			*	*			
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgted	15171	41	88	38	484	284
	Weighted (000)	76102	184	425	157	2534	1491
	Horz %	100.00	0.24	0.56	0.21	3.33	1.96
	Vert %	31.18	24.54	39.20	24.40	30.80	31.37
	Index	100	79	126	78	99	101
			*	*	*		
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	10587	28	51	23	314	181
	Weighted (000)	52205	115	245	95	1615	917
	Horz %	100.00	0.22	0.47	0.18	3.09	1.76
	Vert %	21.39	15.41	22.58	14.81	19.63	19.30
	Index	100	72	106	69	92	90
			*	*	*		
Have Seen Infomercials - Past Month	Unwgted	9871	29	46	29	319	189
	Weighted (000)	49119	122	246	143	1689	946
	Horz %	100.00	0.25	0.50	0.29	3.44	1.93
	Vert %	20.12	16.36	22.71	22.19	20.54	19.92
	Index	100	81	113	110	102	99
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgted	19632	66	117	53	669	408
	Weighted (000)	96299	318	582	262	3465	2116
	Horz %	100.00	0.33	0.60	0.27	3.60	2.20
	Vert %	39.45	42.51	53.71	40.66	42.12	44.53
	Index	100	108	136	103	107	113
			*	*	*		
Have Seen Product Placement in Video Games - Past Month	Unwgted	4596	10	14	11	117	72
	Weighted (000)	24167	39	92	55	662	462
	Horz %	100.00	0.16	0.38	0.23	2.74	1.91
	Vert %	9.90	5.25	8.45	8.48	8.05	9.73
	Index	100	53	85	86	81	98
			*	*	*		
Have Seen Product Placement in TV Shows - Past Month	Unwgted	17823	48	87	54	590	338
	Weighted (000)	88092	190	417	249	3127	1781
	Horz %	100.00	0.22	0.47	0.28	3.55	2.02
	Vert %	36.09	25.44	38.47	38.65	38.02	37.49
	Index	100	70	107	107	105	104
			*	*	*		
Have Seen Product Placement in Movies - Past Month	Unwgted	11248	31	43	33	316	177
	Weighted (000)	56256	118	213	169	1675	892
	Horz %	100.00	0.21	0.38	0.30	2.98	1.59
	Vert %	23.05	15.84	19.67	26.27	20.36	18.77
	Index	100	69	85	114	88	81

		Adults 18+	Decision maker for any Buick bought\leased new	Would buy\lease new Buick if making decision today
Adults 18+	Unwgted	48646	414	463
	Weighted (000)	244084	2000	2460
	Horz %	100.00	0.82	1.01
	Vert %	100.00	100.00	100.00
	Index	100	100	100
Male	Unwgted	24620	228	192
	Weighted (000)	117785	1059	939
	Horz %	100.00	0.90	0.80
	Vert %	48.26	52.96	38.19
	Index	100	110	79
Female	Unwgted	24026	186	271
	Weighted (000)	126299	941	1521
	Horz %	100.00	0.75	1.20
	Vert %	51.74	47.04	61.81
	Index	100	91	119
Age 18-24			*	*
	Unwgted	3885	5	18
	Weighted (000)	30253	47	140
	Horz %	100.00	0.16	0.46
	Vert %	12.39	2.36	5.71
Age 25-34			*	*
	Unwgted	8183	33	26
	Weighted (000)	43389	139	135
	Horz %	100.00	0.32	0.31
	Vert %	17.78	6.97	5.50
Age 35-44			*	*
	Unwgted	8605	31	33
	Weighted (000)	40230	144	124
	Horz %	100.00	0.36	0.31
	Vert %	16.48	7.20	5.04
Age 45-54			*	*
	Unwgted	8861	40	60
	Weighted (000)	43105	159	311
	Horz %	100.00	0.37	0.72
	Vert %	17.66	7.95	12.64
Age 55-64				
	Unwgted	8498	73	94
	Weighted (000)	40725	394	506
	Horz %	100.00	0.97	1.24
	Vert %	16.68	19.71	20.59
	Index	100	118	123

		Adults 18+	Decision maker for any Buick bought\leased new	Would buy\lease new Buick if making decision today
Age 65+	Unwgted	10614	232	232
	Weighted (000)	46383	1116	1243
	Horz %	100.00	2.41	2.68
	Vert %	19.00	55.81	50.53
	Index	100	294	266
Age 21+	Unwgted	47284	413	454
	Weighted (000)	232046	1993	2392
	Horz %	100.00	0.86	1.03
	Vert %	95.07	99.62	97.24
	Index	100	105	102
Age 18-34	Unwgted	12068	38	44
	Weighted (000)	73642	187	276
	Horz %	100.00	0.25	0.37
	Vert %	30.17	9.33	11.21
	Index	100	31	37
Age 18-49	Unwgted	24996	82	106
	Weighted (000)	134658	391	533
	Horz %	100.00	0.29	0.40
	Vert %	55.17	19.55	21.68
	Index	100	35	39
Age 25-54	Unwgted	25649	104	119
	Weighted (000)	126724	443	570
	Horz %	100.00	0.35	0.45
	Vert %	51.92	22.13	23.18
	Index	100	43	45
Age 35-64	Unwgted	25964	144	187
	Weighted (000)	124059	697	941
	Horz %	100.00	0.56	0.76
	Vert %	50.83	34.86	38.26
	Index	100	69	75
Age 50+	Unwgted	23650	332	357
	Weighted (000)	109426	1609	1927
	Horz %	100.00	1.47	1.76
	Vert %	44.83	80.45	78.32
	Index	100	179	175
Median Age	Unwgted			
	Weighted (000)	47.00	67.50	65.20
	Horz %			
	Vert %			
	Index	100	144	139
Race: White Only	Unwgted	34564	367	380
	Weighted (000)	179823	1751	2051
	Horz %	100.00	0.97	1.14
	Vert %	73.67	87.53	83.36
	Index	100	119	113



		Adults 18+	Decision maker for any Buick bought\leased new	Would buy\lease new Buick if making decision today
			*	*
Race: Black/African-American Only	Unwgted	5909	24	59
	Weighted (000)	29535	188	323
	Horz %	100.00	0.64	1.09
	Vert %	12.10	9.41	13.13
	Index	100	78	109
			*	*
Race: Asian	Unwgted	2388	10	4
	Weighted (000)	8358	27	5
	Horz %	100.00	0.32	0.06
	Vert %	3.42	1.36	0.19
	Index	100	40	6
			*	*
Race: Other Race/Multi-Racial	Unwgted	8173	23	24
	Weighted (000)	34726	61	86
	Horz %	100.00	0.18	0.25
	Vert %	14.23	3.06	3.50
	Index	100	21	25
			*	*
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6851	19	23
	Weighted (000)	37743	54	97
	Horz %	100.00	0.14	0.26
	Vert %	15.46	2.70	3.95
	Index	100	17	26
			*	*
Hispanic, Personally Speak Only English at Home	Unwgted	1739	9	7
	Weighted (000)	6214	18	18
	Horz %	100.00	0.29	0.29
	Vert %	2.55	0.90	0.73
	Index	100	35	29
			*	*
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	2047	8	7
	Weighted (000)	9439	30	24
	Horz %	100.00	0.32	0.25
	Vert %	3.87	1.49	0.97
	Index	100	39	25
			*	*
Hispanic, Personally Speak Only Spanish at Home	Unwgted	1280	0	5
	Weighted (000)	10474	0	28
	Horz %	100.00	0.00	0.27
	Vert %	4.29	0.00	1.13
	Index	100	0	26
			*	*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1668	2	3
	Weighted (000)	9512	6	15
	Horz %	100.00	0.06	0.16
	Vert %	3.90	0.30	0.60
	Index	100	8	15
			*	*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	99	0	1
	Weighted (000)	1751	0	13
	Horz %	100.00	0.00	0.73
	Vert %	0.72	0.00	0.52
	Index	100	0	72

		Adults 18+	Decision maker for any Buick bought\leased new	Would buy\lease new Buick if making decision today
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6825	73	60
	Weighted (000)	26213	305	286
	Horz %	100.00	1.16	1.09
	Vert %	10.74	15.25	11.62
	Index	100	142	108
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10965	102	100
	Weighted (000)	46746	464	463
	Horz %	100.00	0.99	0.99
	Vert %	19.15	23.22	18.82
	Index	100	121	98
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2649	19	22
	Weighted (000)	11210	102	89
	Horz %	100.00	0.91	0.80
	Vert %	4.59	5.09	3.63
	Index	100	111	79
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	3407	30	37
	Weighted (000)	13775	108	144
	Horz %	100.00	0.78	1.05
	Vert %	5.64	5.40	5.86
	Index	100	96	104
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	10089	66	90
	Weighted (000)	44682	284	412
	Horz %	100.00	0.64	0.92
	Vert %	18.31	14.21	16.75
	Index	100	78	91
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	10356	96	126
	Weighted (000)	71816	580	892
	Horz %	100.00	0.81	1.24
	Vert %	29.42	29.00	36.25
	Index	100	99	123
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4355	28	28
	Weighted (000)	29641	157	174
	Horz %	100.00	0.53	0.59
	Vert %	12.14	7.83	7.07
	Index	100	65	58
Currently Attending College or University	Unwgted	3403	5	15
	Weighted (000)	19372	40	81
	Horz %	100.00	0.21	0.42
	Vert %	7.94	2.02	3.28
	Index	100	25	41
Employed Full Time	Unwgted	25438	148	147
	Weighted (000)	119890	688	733
	Horz %	100.00	0.57	0.61
	Vert %	49.12	34.38	29.78
	Index	100	70	61

		Adults 18+	Decision maker for any Buick bought\leased new	Would buy\lease new Buick if making decision today
Employed Part Time			*	
	Unwgted	5730	30	60
	Weighted (000)	28854	152	380
	Horz %	100.00	0.53	1.32
	Vert %	11.82	7.57	15.43
	Index	100	64	130
Not Employed				
	Unwgted	17478	236	256
	Weighted (000)	95339	1161	1348
	Horz %	100.00	1.22	1.41
	Vert %	39.06	58.04	54.79
	Index	100	149	140
Temporarily Unemployed			*	*
	Unwgted	1886	2	4
	Weighted (000)	12314	19	28
	Horz %	100.00	0.15	0.23
	Vert %	5.05	0.95	1.16
	Index	100	19	23
Retired from Employment				
	Unwgted	10143	217	218
	Weighted (000)	46820	1069	1116
	Horz %	100.00	2.28	2.38
	Vert %	19.18	53.43	45.36
	Index	100	279	236
Not Employed, Principal Shopper for Household			*	*
	Unwgted	2543	15	18
	Weighted (000)	16573	66	108
	Horz %	100.00	0.40	0.65
	Vert %	6.79	3.32	4.39
	Index	100	49	65
Occupation: Professional and Related Occupations			*	
	Unwgted	7405	39	53
	Weighted (000)	34142	232	294
	Horz %	100.00	0.68	0.86
	Vert %	13.99	11.58	11.94
	Index	100	83	85
Occupation: Management, Business and Financial Operations			*	*
	Unwgted	6595	56	30
	Weighted (000)	24720	217	114
	Horz %	100.00	0.88	0.46
	Vert %	10.13	10.86	4.63
	Index	100	107	46
Occupation: Sales and Office Occupations			*	*
	Unwgted	5959	32	43
	Weighted (000)	32636	134	269
	Horz %	100.00	0.41	0.82
	Vert %	13.37	6.70	10.92
	Index	100	50	82
Occupation: Natural Resources, Construction and Maintenance Occupations			*	*
	Unwgted	2756	10	15
	Weighted (000)	13728	16	35
	Horz %	100.00	0.12	0.25
	Vert %	5.62	0.80	1.42
	Index	100	14	25

		Adults 18+	Decision maker for any Buick bought\leased new	Would buy\lease new Buick if making decision today
			*	*
Occupation: Other Employed	Unwgted	8453	41	66
	Weighted (000)	43519	240	401
	Horz %	100.00	0.55	0.92
	Vert %	17.83	12.02	16.29
	Index	100	67	91
Household Income: \$250,000+			*	*
	Unwgted	1966	16	10
	Weighted (000)	7800	62	37
	Horz %	100.00	0.80	0.47
	Vert %	3.20	3.12	1.50
	Index	100	98	47
Household Income: \$200,000-\$249,999			*	*
	Unwgted	1583	12	7
	Weighted (000)	7178	43	40
	Horz %	100.00	0.61	0.56
	Vert %	2.94	2.17	1.64
	Index	100	74	56
Household Income: \$150,000-\$199,999			*	*
	Unwgted	3725	29	20
	Weighted (000)	18847	157	101
	Horz %	100.00	0.83	0.53
	Vert %	7.72	7.83	4.09
	Index	100	101	53
Household Income: \$100,000-\$149,999			*	*
	Unwgted	7038	78	43
	Weighted (000)	39997	545	349
	Horz %	100.00	1.36	0.87
	Vert %	16.39	27.23	14.20
	Index	100	166	87
Household Income: \$75,000-\$99,999			*	*
	Unwgted	6168	65	53
	Weighted (000)	32585	356	361
	Horz %	100.00	1.09	1.11
	Vert %	13.35	17.81	14.65
	Index	100	133	110
Household Income: \$60,000-\$74,999			*	*
	Unwgted	4945	55	53
	Weighted (000)	24958	213	281
	Horz %	100.00	0.85	1.12
	Vert %	10.23	10.67	11.40
	Index	100	104	112
Household Income: \$50,000-\$59,999			*	*
	Unwgted	3824	44	48
	Weighted (000)	18483	171	233
	Horz %	100.00	0.93	1.26
	Vert %	7.57	8.56	9.49
	Index	100	113	125
Household Income: \$40,000-\$49,999			*	*
	Unwgted	4928	39	62
	Weighted (000)	20001	147	246
	Horz %	100.00	0.73	1.23
	Vert %	8.19	7.34	9.98
	Index	100	90	122

		Adults 18+	Decision maker for any Buick bought\leased new	Would buy\lease new Buick if making decision today
				*
Household Income: \$30,000-\$39,999	Unwgted	4676	38	56
	Weighted (000)	21673	133	245
	Horz %	100.00	0.61	1.13
	Vert %	8.88	6.65	9.95
	Index	100	75	112
Household Income: \$20,000-\$29,999				*
	Unwgted	4378	19	61
	Weighted (000)	21286	90	290
	Horz %	100.00	0.42	1.36
	Vert %	8.72	4.51	11.79
Household Income: Under \$20,000				*
	Unwgted	5415	19	50
	Weighted (000)	31275	82	278
	Horz %	100.00	0.26	0.89
	Vert %	12.81	4.12	11.30
Median Household Income				
	Unwgted			
	Weighted (000)	65.60	86.40	57.40
	Horz %			
	Vert %			
Marital Status: Single, Never Married				*
	Unwgted	12107	42	67
	Weighted (000)	69105	244	376
	Horz %	100.00	0.35	0.54
	Vert %	28.31	12.19	15.27
Marital Status: Currently Married				
	Unwgted	24506	279	232
	Weighted (000)	129071	1413	1416
	Horz %	100.00	1.09	1.10
	Vert %	52.88	70.63	57.55
Marital Status: Divorced or Legally Separated				*
	Unwgted	8229	34	81
	Weighted (000)	31030	118	322
	Horz %	100.00	0.38	1.04
	Vert %	12.71	5.88	13.07
Marital Status: Widowed				
	Unwgted	3804	59	83
	Weighted (000)	14879	226	347
	Horz %	100.00	1.52	2.33
	Vert %	6.10	11.30	14.11
Marital Status: Engaged to Be Married				*
	Unwgted	2120	5	9
	Weighted (000)	11812	32	45
	Horz %	100.00	0.27	0.38
	Vert %	4.84	1.62	1.82
	Index	100	33	38

		Adults 18+	Decision maker for any Buick bought\leased new	Would buy\lease new Buick if making decision today
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)			*	*
	Unwgted	3596	15	18
	Weighted (000)	21557	104	107
	Horz %	100.00	0.48	0.50
	Vert %	8.83	5.22	4.34
	Index	100	59	49
Any Child(ren) Under Age 18 Living at Home				
	Unwgted	18201	66	87
	Weighted (000)	94932	287	412
	Horz %	100.00	0.30	0.43
	Vert %	38.89	14.36	16.74
	Index	100	37	43
1 Child Under Age 18 Currently Living at Home			*	*
	Unwgted	7127	28	37
	Weighted (000)	38013	103	184
	Horz %	100.00	0.27	0.48
	Vert %	15.57	5.13	7.48
	Index	100	33	48
2 Children Under Age 18 Currently Living at Home			*	*
	Unwgted	6935	20	31
	Weighted (000)	34366	94	139
	Horz %	100.00	0.27	0.40
	Vert %	14.08	4.69	5.64
	Index	100	33	40
3 Children Under Age 18 Currently Living at Home			*	*
	Unwgted	2804	14	11
	Weighted (000)	14813	70	41
	Horz %	100.00	0.47	0.28
	Vert %	6.07	3.51	1.68
	Index	100	58	28
4 Children Under Age 18 Currently Living at Home			*	*
	Unwgted	872	4	5
	Weighted (000)	4873	20	25
	Horz %	100.00	0.42	0.52
	Vert %	2.00	1.02	1.03
	Index	100	51	52
5 or More Children Under Age 18 Currently Living at Home			*	*
	Unwgted	463	0	3
	Weighted (000)	2867	0	22
	Horz %	100.00	0.00	0.78
	Vert %	1.17	0.00	0.91
	Index	100	0	78
Own Home/Residence				
	Unwgted	32775	363	375
	Weighted (000)	160976	1749	1987
	Horz %	100.00	1.09	1.23
	Vert %	65.95	87.44	80.78
	Index	100	133	122
Rent Home/Residence			*	
	Unwgted	15306	47	84
	Weighted (000)	80205	215	442
	Horz %	100.00	0.27	0.55
	Vert %	32.86	10.75	17.98
	Index	100	33	55

		Adults 18+	Decision maker for any Buick bought\leased new	Would buy\lease new Buick if making decision today
			*	*
Live Rent-Free in Home/Residence	Unwgted	565	4	4
	Weighted (000)	2903	36	31
	Horz %	100.00	1.24	1.05
	Vert %	1.19	1.80	1.24
	Index	100	151	104
Census Region: North East	Unwgted	11000	72	80
	Weighted (000)	44018	306	361
	Horz %	100.00	0.70	0.82
	Vert %	18.03	15.31	14.66
	Index	100	85	81
Census Region: South	Unwgted	17645	124	148
	Weighted (000)	92016	692	870
	Horz %	100.00	0.75	0.95
	Vert %	37.70	34.61	35.35
	Index	100	92	94
Census Region: Midwest	Unwgted	9880	163	193
	Weighted (000)	52062	698	1052
	Horz %	100.00	1.34	2.02
	Vert %	21.33	34.88	42.77
	Index	100	164	201
Census Region: West				*
	Unwgted	10121	55	42
	Weighted (000)	55988	304	178
	Horz %	100.00	0.54	0.32
	Index	100	66	31
Census Sub-Region: New England			*	*
	Unwgted	2748	13	17
	Weighted (000)	11567	47	58
	Horz %	100.00	0.41	0.50
	Index	100	50	50
Census Sub-Region: Mid Atlantic	Unwgted	8252	59	63
	Weighted (000)	32451	259	303
	Horz %	100.00	0.80	0.93
	Vert %	13.30	12.95	12.30
	Index	100	97	93
Census Sub-Region: South Atlantic	Unwgted	9812	76	86
	Weighted (000)	48740	386	494
	Horz %	100.00	0.79	1.01
	Vert %	19.97	19.30	20.07
	Index	100	97	101
Census Sub-Region: East South Central			*	*
	Unwgted	1890	23	29
	Weighted (000)	14067	187	213
	Horz %	100.00	1.33	1.51
	Index	100	162	150

		Adults 18+	Decision maker for any Buick bought\leased new	Would buy\lease new Buick if making decision today
			*	*
Census Sub-Region: West South Central	Unwgted	5943	25	33
	Weighted (000)	29209	120	163
	Horz %	100.00	0.41	0.56
	Vert %	11.97	5.98	6.63
	Index	100	50	55
Census Sub-Region: East North Central	Unwgted	7303	122	137
	Weighted (000)	36089	494	756
	Horz %	100.00	1.37	2.09
	Vert %	14.79	24.69	30.72
	Index	100	167	208
Census Sub-Region: West North Central	Unwgted	2577	41	56
	Weighted (000)	15973	204	297
	Horz %	100.00	1.28	1.86
	Vert %	6.54	10.19	12.05
	Index	100	156	184
Census Sub-Region: Mountain	Unwgted	2752	20	13
	Weighted (000)	18482	144	43
	Horz %	100.00	0.78	0.23
	Vert %	7.57	7.20	1.76
	Index	100	95	23
Census Sub-Region: Pacific	Unwgted	7369	35	29
	Weighted (000)	37506	160	134
	Horz %	100.00	0.43	0.36
	Vert %	15.37	7.99	5.46
	Index	100	52	36
County Size: A	Unwgted	26326	203	187
	Weighted (000)	102649	642	621
	Horz %	100.00	0.63	0.60
	Vert %	42.05	32.09	25.24
	Index	100	76	60
County Size: B	Unwgted	11709	104	124
	Weighted (000)	72000	730	840
	Horz %	100.00	1.01	1.17
	Vert %	29.50	36.52	34.16
	Index	100	124	116
County Size: C/D	Unwgted	10611	107	152
	Weighted (000)	69435	628	999
	Horz %	100.00	0.90	1.44
	Vert %	28.45	31.39	40.60
	Index	100	110	143
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgted	1128	3	4
	Weighted (000)	4719	4	23
	Horz %	100.00	0.09	0.49
	Vert %	1.93	0.21	0.93
	Index	100	11	48



		Adults 18+	Decision maker for any Buick bought\leased new	Would buy\lease new Buick if making decision today
			*	*
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgted	7893	47	52
	Weighted (000)	38375	251	283
	Horz %	100.00	0.65	0.74
	Vert %	15.72	12.56	11.50
	Index	100	80	73
			*	*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1220	4	6
	Weighted (000)	6399	25	27
	Horz %	100.00	0.39	0.42
	Vert %	2.62	1.26	1.09
	Index	100	48	42
		*	*	*
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	0	0	0
	Weighted (000)	0	0	0
	Horz %	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00
	Index	0	0	0
			*	*
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2726	31	22
	Weighted (000)	7983	66	48
	Horz %	100.00	0.83	0.61
	Vert %	3.27	3.30	1.97
	Index	100	101	60
			*	*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3232	30	27
	Weighted (000)	12837	153	150
	Horz %	100.00	1.19	1.17
	Vert %	5.26	7.63	6.09
	Index	100	145	116
			*	*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	850	7	8
	Weighted (000)	3908	53	51
	Horz %	100.00	1.36	1.30
	Vert %	1.60	2.66	2.06
	Index	100	166	129
			*	*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3051	16	13
	Weighted (000)	14357	41	49
	Horz %	100.00	0.29	0.34
	Vert %	5.88	2.05	1.98
	Index	100	35	34
			*	*
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8136	29	40
	Weighted (000)	42891	127	178
	Horz %	100.00	0.30	0.42
	Vert %	17.57	6.34	7.25
	Index	100	36	41
			*	*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2864	30	32
	Weighted (000)	14285	96	165
	Horz %	100.00	0.67	1.16
	Vert %	5.85	4.79	6.72
	Index	100	82	115

		Adults 18+	Decision maker for any Buick bought\leased new	Would buy\lease new Buick if making decision today
			*	*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3360	32	28
	Weighted (000)	16987	129	131
	Horz %	100.00	0.76	0.77
	Vert %	6.96	6.45	5.31
	Index	100	93	76
			*	*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1353	16	15
	Weighted (000)	5307	51	62
	Horz %	100.00	0.96	1.18
	Vert %	2.17	2.56	2.54
	Index	100	118	117
			*	*
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	7757	62	80
	Weighted (000)	44958	328	534
	Horz %	100.00	0.73	1.19
	Vert %	18.42	16.41	21.72
	Index	100	89	118
			*	*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	310	2	1
	Weighted (000)	1196	6	1
	Horz %	100.00	0.52	0.06
	Vert %	0.49	0.31	0.03
	Index	100	63	6
			*	*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	642	9	8
	Weighted (000)	3662	68	45
	Horz %	100.00	1.86	1.24
	Vert %	1.50	3.40	1.84
	Index	100	227	123
			*	*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2577	5	4
	Weighted (000)	15181	6	19
	Horz %	100.00	0.04	0.12
	Vert %	6.22	0.28	0.76
	Index	100	4	12
			*	*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3551	21	25
	Weighted (000)	17450	113	131
	Horz %	100.00	0.65	0.75
	Vert %	7.15	5.63	5.34
	Index	100	79	75
			*	*
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	631	6	7
	Weighted (000)	2496	39	32
	Horz %	100.00	1.55	1.29
	Vert %	1.02	1.93	1.31
	Index	100	189	128
			*	*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	1108	2	3
	Weighted (000)	6328	1	3
	Horz %	100.00	0.02	0.05
	Vert %	2.59	0.07	0.13
	Index	100	3	5

		Adults 18+	Decision maker for any Buick bought\leased new	Would buy\lease new Buick if making decision today
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	5806	84	66
	Weighted (000)	23554	330	252
	Horz %	100.00	1.40	1.07
	Vert %	9.65	16.49	10.25
	Index	100	171	106
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)			*	*
	Unwgted	1456	10	16
	Weighted (000)	7376	71	125
	Horz %	100.00	0.96	1.69
	Vert %	3.02	3.53	5.06
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Index	100	117	167
			*	*
	Unwgted	2625	17	26
	Weighted (000)	10677	83	94
	Horz %	100.00	0.78	0.88
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Vert %	4.37	4.16	3.84
	Index	100	95	88
			*	*
	Unwgted	3944	34	42
	Weighted (000)	20120	174	266
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Horz %	100.00	0.86	1.32
	Vert %	8.24	8.69	10.82
	Index	100	105	131
			*	*
	Unwgted	2569	4	7
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Weighted (000)	13480	28	29
	Horz %	100.00	0.21	0.22
	Vert %	5.52	1.42	1.18
	Index	100	26	21
			*	*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3181	19	18
	Weighted (000)	16260	53	75
	Horz %	100.00	0.33	0.46
	Vert %	6.66	2.65	3.07
	Index	100	40	46
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)			*	*
	Unwgted	1106	5	7
	Weighted (000)	5735	19	27
	Horz %	100.00	0.33	0.47
	Vert %	2.35	0.95	1.09
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Index	100	41	47
			*	*
	Unwgted	906	0	3
	Weighted (000)	5268	0	18
	Horz %	100.00	0.00	0.33
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Vert %	2.16	0.00	0.71
	Index	100	0	33
			*	*
	Unwgted	302	0	0
	Weighted (000)	1893	0	0
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Horz %	100.00	0.00	0.00
	Vert %	0.78	0.00	0.00
	Index	100	0	0

		Adults 18+	Decision maker for any Buick bought\leased new	Would buy\lease new Buick if making decision today
			*	*
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5121	18	36
	Weighted (000)	26008	111	224
	Horz %	100.00	0.43	0.86
	Vert %	10.66	5.54	9.11
	Index	100	52	85
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)			*	*
	Unwgted	2133	9	20
	Weighted (000)	10077	69	123
	Horz %	100.00	0.68	1.23
	Vert %	4.13	3.43	5.02
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Index	100	83	122
			*	*
	Unwgted	1989	7	11
	Weighted (000)	11746	25	54
	Horz %	100.00	0.22	0.46
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Vert %	4.81	1.26	2.20
	Index	100	26	46
			*	*
	Unwgted	1303	5	7
	Weighted (000)	6945	19	36
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Horz %	100.00	0.28	0.52
	Vert %	2.85	0.96	1.47
	Index	100	34	52
			*	*
	Unwgted	41037	324	365
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Weighted (000)	204462	1540	1942
	Horz %	100.00	0.75	0.95
	Vert %	83.77	76.99	78.95
	Index	100	92	94
			*	*
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	25278	179	199
	Weighted (000)	122460	874	1068
	Horz %	100.00	0.71	0.87
	Vert %	50.17	43.72	43.41
	Index	100	87	87
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm			*	*
	Unwgted	18835	169	189
	Weighted (000)	94930	728	1027
	Horz %	100.00	0.77	1.08
	Vert %	38.89	36.38	41.73
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Index	100	94	107
			*	*
	Unwgted	22339	157	169
	Weighted (000)	109527	675	784
	Horz %	100.00	0.62	0.72
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Vert %	44.87	33.77	31.85
	Index	100	75	71
			*	*
	Unwgted	8087	67	65
	Weighted (000)	41055	314	336
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Horz %	100.00	0.76	0.82
	Vert %	16.82	15.68	13.66
	Index	100	93	81
			*	*

		Adults 18+	Decision maker for any Buick bought\leased new	Would buy\lease new Buick if making decision today
			*	*
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2418	17	16
	Weighted (000)	12268	81	86
	Horz %	100.00	0.66	0.70
	Vert %	5.03	4.05	3.50
	Index	100	81	70
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgted	16140	150	148
	Weighted (000)	79167	747	816
	Horz %	100.00	0.94	1.03
	Vert %	32.43	37.33	33.16
	Index	100	115	102
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgted	21592	178	192
	Weighted (000)	106532	778	966
	Horz %	100.00	0.73	0.91
	Vert %	43.65	38.89	39.25
	Index	100	89	90
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgted	16960	136	158
	Weighted (000)	85146	585	747
	Horz %	100.00	0.69	0.88
	Vert %	34.88	29.26	30.35
	Index	100	84	87
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgted	8346	54	75
	Weighted (000)	42195	249	396
	Horz %	100.00	0.59	0.94
	Vert %	17.29	12.46	16.11
	Index	100	72	93
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgted	2161	12	19
	Weighted (000)	10847	56	84
	Horz %	100.00	0.52	0.78
	Vert %	4.44	2.82	3.42
	Index	100	63	77
Where Listen to Radio on Typical Weekday: Home	Unwgted	13605	133	141
	Weighted (000)	66444	549	702
	Horz %	100.00	0.83	1.06
	Vert %	27.22	27.42	28.53
	Index	100	101	105
Where Listen to Radio on Typical Weekday: Car	Unwgted	37582	318	345
	Weighted (000)	186198	1479	1854
	Horz %	100.00	0.79	1.00
	Vert %	76.28	73.95	75.37
	Index	100	97	99
Where Listen to Radio on Typical Weekday: Work	Unwgted	6358	35	42
	Weighted (000)	32708	191	237
	Horz %	100.00	0.59	0.73
	Vert %	13.40	9.57	9.64
	Index	100	71	72

		Adults 18+	Decision maker for any Buick bought\leased new	Would buy\lease new Buick if making decision today
			*	*
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgted	1490	8	11
	Weighted (000)	7844	20	53
	Horz %	100.00	0.26	0.67
	Vert %	3.21	1.01	2.14
	Index	100	32	67
Where Listen to Radio on Typical Weekend: Home	Unwgted	16122	136	144
	Weighted (000)	79216	583	752
	Horz %	100.00	0.74	0.95
	Vert %	32.45	29.15	30.55
	Index	100	90	94
Where Listen to Radio on Typical Weekend: Car	Unwgted	34584	299	321
	Weighted (000)	172300	1421	1740
	Horz %	100.00	0.82	1.01
	Vert %	70.59	71.02	70.73
	Index	100	101	100
Where Listen to Radio on Typical Weekend: Work			*	*
	Unwgted	2377	16	12
	Weighted (000)	13032	69	52
	Horz %	100.00	0.53	0.40
	Index	100	64	40
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work			*	*
	Unwgted	1550	7	12
	Weighted (000)	8439	30	62
	Horz %	100.00	0.35	0.74
	Index	100	43	73
Ever Listen to AM Radio (Terrestrial Radio)	Unwgted	8872	109	93
	Weighted (000)	37216	494	505
	Horz %	100.00	1.33	1.36
	Vert %	15.25	24.71	20.51
	Index	100	162	134
Ever Listen to FM Radio (Terrestrial Radio)	Unwgted	35648	256	320
	Weighted (000)	180517	1196	1716
	Horz %	100.00	0.66	0.95
	Vert %	73.96	59.78	69.73
	Index	100	81	94
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgted	38624	310	363
	Weighted (000)	192537	1446	1916
	Horz %	100.00	0.75	1.00
	Vert %	78.88	72.28	77.89
	Index	100	92	99
Ever Listen to Satellite Radio (SiriusXM)	Unwgted	6808	114	91
	Weighted (000)	31804	541	489
	Horz %	100.00	1.70	1.54
	Vert %	13.03	27.03	19.89
	Index	100	207	153

		Adults 18+	Decision maker for any Buick bought\leased new	Would buy\lease new Buick if making decision today
Household Subscribes to Satellite (SiriusXM) Radio	Unwgted	9333	147	104
	Weighted (000)	45323	769	637
	Horz %	100.00	1.70	1.41
	Vert %	18.57	38.45	25.88
	Index	100	207	139
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	15153	239	192
	Weighted (000)	76621	1241	1063
	Horz %	100.00	1.62	1.39
	Vert %	31.39	62.02	43.19
	Index	100	198	138
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	12633	109	68
	Weighted (000)	64670	545	416
	Horz %	100.00	0.84	0.64
	Vert %	26.49	27.24	16.89
	Index	100	103	64
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month			*	*
	Unwgted	7343	44	41
	Weighted (000)	36346	150	199
	Horz %	100.00	0.41	0.55
	Index	100	50	54
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgted	19242	101	95
	Weighted (000)	97996	476	423
	Horz %	100.00	0.49	0.43
	Vert %	40.15	23.82	17.20
	Index	100	59	43
Listening to Any Radio on the Internet/Online - Past Month	Unwgted	21921	118	114
	Weighted (000)	110983	532	532
	Horz %	100.00	0.48	0.48
	Vert %	45.47	26.60	21.61
	Index	100	58	48
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month			*	*
	Unwgted	3452	24	21
	Weighted (000)	17001	90	95
	Horz %	100.00	0.53	0.56
	Index	100	65	55
Downloaded Music - Past Month			*	*
	Unwgted	9054	45	56
	Weighted (000)	47933	223	297
	Horz %	100.00	0.47	0.62
	Index	100	57	62
Downloaded Podcasts/Engaged in Podcasting - Past Month			*	*
	Unwgted	3700	14	7
	Weighted (000)	17081	54	20
	Horz %	100.00	0.32	0.12
	Index	100	39	12

		Adults 18+	Decision maker for any Buick bought\leased new	Would buy\lease new Buick if making decision today
			*	*
Visited iHeartRadio site - Past Month	Unwgted	4412	25	32
	Weighted (000)	21989	105	173
	Horz %	100.00	0.48	0.78
	Vert %	9.01	5.23	7.01
	Index	100	58	78
				*
Visited iTunes.com site - Past Month	Unwgted	8331	53	39
	Weighted (000)	40212	281	175
	Horz %	100.00	0.70	0.43
	Vert %	16.47	14.05	7.10
	Index	100	85	43
				*
Visited Pandora.com site - Past Month	Unwgted	16996	91	89
	Weighted (000)	87700	426	446
	Horz %	100.00	0.49	0.51
	Vert %	35.93	21.29	18.14
	Index	100	59	50
			*	*
Visited Spotify site - Past Month	Unwgted	6074	24	27
	Weighted (000)	32588	125	123
	Horz %	100.00	0.38	0.38
	Vert %	13.35	6.26	5.00
	Index	100	47	37
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16507	145	161
	Weighted (000)	83844	723	870
	Horz %	100.00	0.86	1.04
	Vert %	34.35	36.12	35.37
	Index	100	105	103
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13908	120	138
	Weighted (000)	70343	598	758
	Horz %	100.00	0.85	1.08
	Vert %	28.82	29.91	30.80
	Index	100	104	107
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	17125	145	164
	Weighted (000)	86850	663	870
	Horz %	100.00	0.76	1.00
	Vert %	35.58	33.12	35.34
	Index	100	93	99
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	12845	98	114
	Weighted (000)	65189	482	624
	Horz %	100.00	0.74	0.96
	Vert %	26.71	24.11	25.36
	Index	100	90	95
			*	*
Most trusted media: Radio	Unwgted	4143	41	42
	Weighted (000)	21056	176	229
	Horz %	100.00	0.83	1.09
	Vert %	8.63	8.78	9.32
	Index	100	102	108



		Adults 18+	Decision maker for any Buick bought\leased new	Would buy\lease new Buick if making decision today
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38598	362	395
	Weighted (000)	190885	1756	2110
	Horz %	100.00	0.92	1.11
	Vert %	78.20	87.77	85.77
	Index	100	112	110
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30674	312	324
	Weighted (000)	150599	1534	1752
	Horz %	100.00	1.02	1.16
	Vert %	61.70	76.70	71.22
	Index	100	124	115
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26407	268	278
	Weighted (000)	129573	1277	1506
	Horz %	100.00	0.99	1.16
	Vert %	53.09	63.86	61.20
	Index	100	120	115
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30767	296	325
	Weighted (000)	150356	1421	1759
	Horz %	100.00	0.95	1.17
	Vert %	61.60	71.05	71.51
	Index	100	115	116
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13588	169	187
	Weighted (000)	72467	888	1057
	Horz %	100.00	1.23	1.46
	Vert %	29.69	44.41	42.94
	Index	100	150	145
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	24214	285	302
	Weighted (000)	122899	1409	1631
	Horz %	100.00	1.15	1.33
	Vert %	50.35	70.43	66.29
	Index	100	140	132
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	8203	72	86
	Weighted (000)	41009	354	475
	Horz %	100.00	0.86	1.16
	Vert %	16.80	17.70	19.29
	Index	100	105	115
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	20426	205	213
	Weighted (000)	102185	937	1122
	Horz %	100.00	0.92	1.10
	Vert %	41.86	46.85	45.62
	Index	100	112	109
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	23818	238	263
	Weighted (000)	120635	1124	1373
	Horz %	100.00	0.93	1.14
	Vert %	49.42	56.19	55.82
	Index	100	114	113

		Adults 18+	Decision maker for any Buick bought\leased new	Would buy\lease new Buick if making decision today
			*	*
Downloaded a TV Program - Past Month	Unwgted	2514	17	13
	Weighted (000)	11768	100	84
	Horz %	100.00	0.85	0.72
	Vert %	4.82	4.99	3.43
	Index	100	104	71
Watched a TV Program Online - Past Month			*	*
	Unwgted	8915	43	49
	Weighted (000)	43431	185	215
	Horz %	100.00	0.43	0.49
	Vert %	17.79	9.26	8.73
Visited a TV Network or TV Show's Web Site - Past Month	Unwgted	9786	54	68
	Weighted (000)	47213	219	290
	Horz %	100.00	0.46	0.61
	Vert %	19.34	10.95	11.80
	Index	100	57	61
Looked at TV Listings Online - Past Month			*	
	Unwgted	5331	43	52
	Weighted (000)	24808	200	218
	Horz %	100.00	0.81	0.88
	Vert %	10.16	10.02	8.85
Household Subscribes to Cable TV	Unwgted	22534	232	269
	Weighted (000)	109088	1140	1530
	Horz %	100.00	1.05	1.40
	Vert %	44.69	57.01	62.20
	Index	100	128	139
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgted	37894	375	393
	Weighted (000)	188357	1857	2168
	Horz %	100.00	0.99	1.15
	Vert %	77.17	92.85	88.13
	Index	100	120	114
Viewed Any Cable TV (Including Pay) - Past Week	Unwgted	36344	359	373
	Weighted (000)	180739	1759	2052
	Horz %	100.00	0.97	1.14
	Vert %	74.05	87.95	83.40
	Index	100	119	113
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgted	26301	281	283
	Weighted (000)	131456	1421	1586
	Horz %	100.00	1.08	1.21
	Vert %	53.86	71.05	64.45
	Index	100	132	120
Viewed Any Premium Cable Channels - Past Month	Unwgted	15801	143	120
	Weighted (000)	75868	661	631
	Horz %	100.00	0.87	0.83
	Vert %	31.08	33.06	25.64
	Index	100	106	82

		Adults 18+	Decision maker for any Buick bought\leased new	Would buy\lease new Buick if making decision today
			*	*
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgted	5693	43	30
	Weighted (000)	27121	183	152
	Horz %	100.00	0.68	0.56
	Vert %	11.11	9.15	6.16
	Index	100	82	55
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgted	13030	104	93
	Weighted (000)	59121	456	469
	Horz %	100.00	0.77	0.79
	Vert %	24.22	22.78	19.05
	Index	100	94	79
Household Has a Satellite Dish	Unwgted	10843	112	101
	Weighted (000)	61939	655	591
	Horz %	100.00	1.06	0.95
	Vert %	25.38	32.74	24.02
	Index	100	129	95
Household Has a Digital Video Recorder (DVR)	Unwgted	23728	225	209
	Weighted (000)	116768	1095	1144
	Horz %	100.00	0.94	0.98
	Vert %	47.84	54.74	46.51
	Index	100	114	97
Any Internet/Online Activity - Past Month	Unwgted	42373	327	353
	Weighted (000)	208554	1543	1796
	Horz %	100.00	0.74	0.86
	Vert %	85.44	77.16	73.01
	Index	100	90	85
Played Games Online - Past Month	Unwgted	13852	103	121
	Weighted (000)	73850	408	584
	Horz %	100.00	0.55	0.79
	Vert %	30.26	20.41	23.73
	Index	100	67	78
Downloaded a Video Game - Past Month			*	*
	Unwgted	5083	16	33
	Weighted (000)	28601	72	213
	Horz %	100.00	0.25	0.74
	Vert %	11.72	3.60	8.66
	Index	100	31	74
Downloaded a Movie - Past Month			*	*
	Unwgted	4447	26	17
	Weighted (000)	21989	131	110
	Horz %	100.00	0.60	0.50
	Vert %	9.01	6.57	4.48
	Index	100	73	50
Watched a Movie Online - Past Month	Unwgted	11540	53	54
	Weighted (000)	58047	217	245
	Horz %	100.00	0.37	0.42
	Vert %	23.78	10.83	9.94
	Index	100	46	42

		Adults 18+	Decision maker for any Buick bought\leased new	Would buy\lease new Buick if making decision today
			*	*
Watched Online Video (Not Movie, TV) - Past Month	Unwgted	10029	37	61
	Weighted (000)	50248	132	323
	Horz %	100.00	0.26	0.64
	Vert %	20.59	6.58	13.14
	Index	100	32	64
			*	*
Visited a Chat Room - Past Month	Unwgted	2194	6	11
	Weighted (000)	10601	21	57
	Horz %	100.00	0.20	0.54
	Vert %	4.34	1.07	2.32
	Index	100	25	53
Used e-Mail - Past Month	Unwgted	37148	298	302
	Weighted (000)	177506	1352	1449
	Horz %	100.00	0.76	0.82
	Vert %	72.72	67.57	58.91
	Index	100	93	81
Used Instant Messenger/IM Online - Past Month	Unwgted	29084	184	207
	Weighted (000)	148723	890	1046
	Horz %	100.00	0.60	0.70
	Vert %	60.93	44.47	42.53
	Index	100	73	70
			*	*
Visited Online Blogs - Past Month	Unwgted	6650	30	37
	Weighted (000)	32542	106	187
	Horz %	100.00	0.33	0.58
	Vert %	13.33	5.29	7.61
	Index	100	40	57
			*	*
Wrote an Online Blog - Past Month	Unwgted	1215	7	6
	Weighted (000)	5810	18	22
	Horz %	100.00	0.31	0.37
	Vert %	2.38	0.91	0.88
	Index	100	38	37
			*	*
Uploaded or Added Video to a Web Site - Past Month	Unwgted	4085	14	24
	Weighted (000)	20569	46	127
	Horz %	100.00	0.23	0.62
	Vert %	8.43	2.32	5.14
	Index	100	28	61
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services	Unwgted	36787	247	266
	Weighted (000)	184180	1182	1372
	Horz %	100.00	0.64	0.74
	Vert %	75.46	59.07	55.75
	Index	100	78	74
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Unwgted	29944	200	218
	Weighted (000)	152016	980	1126
	Horz %	100.00	0.64	0.74
	Vert %	62.28	49.01	45.78
	Index	100	79	74

		Adults 18+	Decision maker for any Buick bought\leased new	Would buy\lease new Buick if making decision today
			*	*
Foursquare	Unwgted	259	3	3
	Weighted (000)	1096	8	10
	Horz %	100.00	0.77	0.87
	Vert %	0.45	0.42	0.39
	Index	100	94	87
Google + (Google Plus)	Unwgted	7523	53	54
	Weighted (000)	37002	265	292
	Horz %	100.00	0.72	0.79
	Vert %	15.16	13.23	11.89
	Index	100	87	78
Instagram	Unwgted	11180	42	53
	Weighted (000)	59923	173	256
	Horz %	100.00	0.29	0.43
	Vert %	24.55	8.66	10.41
	Index	100	35	42
LinkedIn	Unwgted	7899	55	46
	Weighted (000)	31599	207	193
	Horz %	100.00	0.65	0.61
	Vert %	12.95	10.34	7.84
	Index	100	80	61
Pinterest	Unwgted	9299	56	75
	Weighted (000)	49108	245	379
	Horz %	100.00	0.50	0.77
	Vert %	20.12	12.25	15.42
	Index	100	61	77
Tumblr	Unwgted	1737	7	3
	Weighted (000)	9309	19	6
	Horz %	100.00	0.20	0.07
	Vert %	3.81	0.94	0.26
	Index	100	25	7
Twitter	Unwgted	6507	35	38
	Weighted (000)	32509	133	183
	Horz %	100.00	0.41	0.56
	Vert %	13.32	6.67	7.43
	Index	100	50	56
Yelp	Unwgted	4238	21	19
	Weighted (000)	17049	68	75
	Horz %	100.00	0.40	0.44
	Vert %	6.98	3.40	3.06
	Index	100	49	44
YouTube	Unwgted	24878	139	167
	Weighted (000)	125197	632	866
	Horz %	100.00	0.50	0.69
	Vert %	51.29	31.57	35.19
	Index	100	62	69

		Adults 18+	Decision maker for any Buick bought\leased new	Would buy\lease new Buick if making decision today
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something				
	Unwgted	19391	115	135
	Weighted (000)	98998	521	685
	Horz %	100.00	0.53	0.69
	Vert %	40.56	26.04	27.85
	Index	100	64	69
"Follow" or become a "fan of" something or someone			*	
	Unwgted	9880	38	53
	Weighted (000)	51999	151	220
	Horz %	100.00	0.29	0.42
	Vert %	21.30	7.55	8.93
	Index	100	35	42
Clicked on an advertisement			*	
	Unwgted	7250	44	62
	Weighted (000)	34609	173	239
	Horz %	100.00	0.50	0.69
	Vert %	14.18	8.65	9.73
	Index	100	61	69
Watched a video				
	Unwgted	23931	121	156
	Weighted (000)	121821	525	772
	Horz %	100.00	0.43	0.63
	Vert %	49.91	26.24	31.37
	Index	100	53	63
Websites or apps visited or used in the last 30 days: Coupons			*	*
	Unwgted	1642	11	18
	Weighted (000)	7736	47	78
	Horz %	100.00	0.61	1.01
	Vert %	3.17	2.35	3.18
	Index	100	74	100
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month				
	Unwgted	40180	258	301
	Weighted (000)	200974	1244	1542
	Horz %	100.00	0.62	0.77
	Vert %	82.34	62.20	62.69
	Index	100	76	76
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month				
	Unwgted	20952	114	128
	Weighted (000)	106707	562	619
	Horz %	100.00	0.53	0.58
	Vert %	43.72	28.08	25.18
	Index	100	64	58
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month				
	Unwgted	19339	98	94
	Weighted (000)	97935	495	447
	Horz %	100.00	0.51	0.46
	Vert %	40.12	24.75	18.15
	Index	100	62	45
Played Music on Cellular Phone/Mobile/Smartphone - Past Month				
	Unwgted	24725	127	136
	Weighted (000)	126500	611	702
	Horz %	100.00	0.48	0.55
	Vert %	51.83	30.56	28.52
	Index	100	59	55

		Adults 18+	Decision maker for any Buick bought\leased new	Would buy\lease new Buick if making decision today
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15697	77	95
	Weighted (000)	84080	299	495
	Horz %	100.00	0.36	0.59
	Vert %	34.45	14.93	20.11
	Index	100	43	58
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month			*	*
	Unwgted	11626	47	48
	Weighted (000)	61092	221	261
	Horz %	100.00	0.36	0.43
	Vert %	25.03	11.07	10.59
	Index	100	44	42
Used a Mobile "App" - Past Month	Unwgted	25794	141	147
	Weighted (000)	128777	692	731
	Horz %	100.00	0.54	0.57
	Vert %	52.76	34.62	29.71
	Index	100	66	56
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgted	10912	171	183
	Weighted (000)	50128	812	1003
	Horz %	100.00	1.62	2.00
	Vert %	20.54	40.58	40.75
	Index	100	198	198
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgted	14245	205	227
	Weighted (000)	67106	1015	1148
	Horz %	100.00	1.51	1.71
	Vert %	27.49	50.72	46.67
	Index	100	184	170
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	19488	138	142
	Weighted (000)	91290	548	686
	Horz %	100.00	0.60	0.75
	Vert %	37.40	27.39	27.87
	Index	100	73	75
Read Classified Advertising in Weekday Newspaper			*	*
	Unwgted	3772	46	52
	Weighted (000)	20084	237	228
	Horz %	100.00	1.18	1.14
	Vert %	8.23	11.83	9.28
	Index	100	144	113
Read Classified Advertising in Sunda/Weekend Newspaper			*	*
	Unwgted	3758	37	40
	Weighted (000)	19510	200	195
	Horz %	100.00	1.03	1.00
	Vert %	7.99	10.02	7.94
	Index	100	125	99
Read Advertisements in Weekday Newspaper	Unwgted	3812	62	63
	Weighted (000)	17916	294	305
	Horz %	100.00	1.64	1.70
	Vert %	7.34	14.70	12.41
	Index	100	200	169

		Adults 18+	Decision maker for any Buick bought\leased new	Would buy\lease new Buick if making decision today
Read Advertisements in Sunday/Weekend Newspaper	Unwgted	4633	72	69
	Weighted (000)	22092	340	371
	Horz %	100.00	1.54	1.68
	Vert %	9.05	16.98	15.08
	Index	100	188	167
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgted	5068	81	110
	Weighted (000)	23852	385	615
	Horz %	100.00	1.61	2.58
	Vert %	9.77	19.23	25.01
	Index	100	197	256
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgted	7203	106	129
	Weighted (000)	34013	551	694
	Horz %	100.00	1.62	2.04
	Vert %	13.93	27.54	28.21
	Index	100	198	202
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgted	4191	54	85
	Weighted (000)	20652	225	428
	Horz %	100.00	1.09	2.07
	Vert %	8.46	11.25	17.41
	Index	100	133	206
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgted	9539	129	154
	Weighted (000)	47372	635	816
	Horz %	100.00	1.34	1.72
	Vert %	19.41	31.75	33.16
	Index	100	164	171
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week		*	*	*
	Unwgted	0	0	0
	Weighted (000)	0	0	0
	Horz %	0.00	0.00	0.00
	Index	0	0	0
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week		*	*	*
	Unwgted	0	0	0
	Weighted (000)	0	0	0
	Horz %	0.00	0.00	0.00
	Index	0	0	0
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week		*	*	*
	Unwgted	0	0	0
	Weighted (000)	0	0	0
	Horz %	0.00	0.00	0.00
	Index	0	0	0
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month		*	*	*
	Unwgted	0	0	0
	Weighted (000)	0	0	0
	Horz %	0.00	0.00	0.00
	Index	0	0	0



		Adults 18+	Decision maker for any Buick bought\leased new	Would buy\lease new Buick if making decision today
			*	*
Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	8175	46	80
	Weighted (000)	42062	208	390
	Horz %	100.00	0.49	0.93
	Vert %	17.23	10.38	15.86
	Index	100	60	92
			*	*
Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5434	32	44
	Weighted (000)	27750	188	213
	Horz %	100.00	0.68	0.77
	Vert %	11.37	9.42	8.64
	Index	100	83	76
			*	*
Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5425	34	45
	Weighted (000)	27941	193	218
	Horz %	100.00	0.69	0.78
	Vert %	11.45	9.65	8.87
	Index	100	84	78
			*	*
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	5807	38	59
	Weighted (000)	30170	172	275
	Horz %	100.00	0.57	0.91
	Vert %	12.36	8.61	11.16
	Index	100	70	90
			*	*
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5047	44	47
	Weighted (000)	24469	238	206
	Horz %	100.00	0.97	0.84
	Vert %	10.02	11.91	8.36
	Index	100	119	83
			*	*
Have Seen Video Ads in Other Stores - Past Month	Unwgted	4572	23	35
	Weighted (000)	23484	128	168
	Horz %	100.00	0.54	0.72
	Vert %	9.62	6.38	6.83
	Index	100	66	71
			*	*
Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	6133	35	45
	Weighted (000)	30556	181	190
	Horz %	100.00	0.59	0.62
	Vert %	12.52	9.04	7.74
	Index	100	72	62
			*	*
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4212	28	31
	Weighted (000)	21008	168	194
	Horz %	100.00	0.80	0.92
	Vert %	8.61	8.38	7.90
	Index	100	97	92
			*	*
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6034	42	54
	Weighted (000)	31175	238	314
	Horz %	100.00	0.76	1.01
	Vert %	12.77	11.92	12.76
	Index	100	93	100

		Adults 18+	Decision maker for any Buick bought\leased new	Would buy\lease new Buick if making decision today
			*	*
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4611	30	35
	Weighted (000)	23019	172	181
	Horz %	100.00	0.75	0.79
	Vert %	9.43	8.60	7.35
	Index	100	91	78
			*	*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	4016	23	26
	Weighted (000)	19382	134	151
	Horz %	100.00	0.69	0.78
	Vert %	7.94	6.72	6.13
	Index	100	85	77
			*	*
Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5499	38	54
	Weighted (000)	27407	235	301
	Horz %	100.00	0.86	1.10
	Vert %	11.23	11.73	12.23
	Index	100	104	109
			*	*
Have Seen Video Ads in Airports - Past Month	Unwgted	3929	29	41
	Weighted (000)	17909	153	204
	Horz %	100.00	0.86	1.14
	Vert %	7.34	7.67	8.30
	Index	100	105	113
			*	*
Have Seen Video Ads at Gas Stations - Past Month	Unwgted	8390	65	74
	Weighted (000)	41042	277	332
	Horz %	100.00	0.67	0.81
	Vert %	16.81	13.85	13.49
	Index	100	82	80
			*	*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgted	3669	20	28
	Weighted (000)	18065	120	155
	Horz %	100.00	0.66	0.86
	Vert %	7.40	5.98	6.30
	Index	100	81	85
			*	*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgted	3552	24	27
	Weighted (000)	16785	117	144
	Horz %	100.00	0.70	0.86
	Vert %	6.88	5.84	5.86
	Index	100	85	85
			*	*
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgted	5092	31	41
	Weighted (000)	25878	145	164
	Horz %	100.00	0.56	0.63
	Vert %	10.60	7.24	6.68
	Index	100	68	63
			*	*
Have Seen Ads on Billboards - Past Month	Unwgted	23703	205	252
	Weighted (000)	117973	923	1336
	Horz %	100.00	0.78	1.13
	Vert %	48.33	46.17	54.31
	Index	100	96	112

		Adults 18+	Decision maker for any Buick bought\leased new	Would buy\lease new Buick if making decision today
Have Seen Ads on Buses/Trains - Past Month	Unwgted	10886	73	89
	Weighted (000)	50330	327	439
	Horz %	100.00	0.65	0.87
	Vert %	20.62	16.35	17.85
	Index	100	79	87
Have Seen Ads at Bus Stops or Train Stations - Past Month			*	*
	Unwgted	7328	43	49
	Weighted (000)	32843	235	238
	Horz %	100.00	0.72	0.72
	Vert %	13.46	11.76	9.66
Have Seen Ads Inside Taxis - Past Month	Index	100	87	72
			*	*
	Unwgted	3849	23	25
	Weighted (000)	17102	117	130
	Horz %	100.00	0.68	0.76
Have Seen Ads on Top of Taxis - Past Month	Vert %	7.01	5.83	5.29
	Index	100	83	76
			*	*
	Unwgted	5892	50	45
	Weighted (000)	26219	222	173
Have Seen Ads on Phone Booths - Past Month	Horz %	100.00	0.85	0.66
	Vert %	10.74	11.11	7.03
	Index	100	103	65
			*	*
	Unwgted	3008	14	23
Have Seen Ads at Sports or Entertainment Events - Past Month	Weighted (000)	14451	91	107
	Horz %	100.00	0.63	0.74
	Vert %	5.92	4.57	4.33
	Index	100	77	73
Have Seen Ads on Postcards - Past Month	Unwgted	7405	60	66
	Weighted (000)	36191	277	302
	Horz %	100.00	0.77	0.83
	Vert %	14.83	13.87	12.27
	Index	100	94	83
Have Seen Ads on Posters at Movie Theaters - Past Month			*	*
	Unwgted	5576	33	56
	Weighted (000)	26312	143	255
	Horz %	100.00	0.54	0.97
	Vert %	10.78	7.14	10.34
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Index	100	66	96
	Unwgted	13421	107	127
	Weighted (000)	66442	519	634
	Horz %	100.00	0.78	0.95
Have Seen Ads on Posters at Movie Theaters - Past Month	Vert %	27.22	25.96	25.77
	Index	100	95	95
	Unwgted	8606	67	83
	Weighted (000)	42087	291	438
Have Seen Ads on Posters at Movie Theaters - Past Month	Horz %	100.00	0.69	1.04
	Vert %	17.24	14.57	17.81
	Index	100	84	103

		Adults 18+	Decision maker for any Buick bought\leased new	Would buy\lease new Buick if making decision today
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	10943	75	91
	Weighted (000)	53139	297	489
	Horz %	100.00	0.56	0.92
	Vert %	21.77	14.84	19.88
	Index	100	68	91
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgted	15171	120	164
	Weighted (000)	76102	516	886
	Horz %	100.00	0.68	1.16
	Vert %	31.18	25.77	36.02
	Index	100	83	116
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	10587	81	101
	Weighted (000)	52205	371	524
	Horz %	100.00	0.71	1.00
	Vert %	21.39	18.53	21.29
	Index	100	87	100
Have Seen Infomercials - Past Month	Unwgted	9871	79	97
	Weighted (000)	49119	370	498
	Horz %	100.00	0.75	1.01
	Vert %	20.12	18.51	20.25
	Index	100	92	101
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgted	19632	188	230
	Weighted (000)	96299	838	1206
	Horz %	100.00	0.87	1.25
	Vert %	39.45	41.87	49.02
	Index	100	106	124
Have Seen Product Placement in Video Games - Past Month	Unwgted	4596	26	32
	Weighted (000)	24167	143	139
	Horz %	100.00	0.59	0.57
	Vert %	9.90	7.13	5.64
	Index	100	72	57
Have Seen Product Placement in TV Shows - Past Month	Unwgted	17823	151	183
	Weighted (000)	88092	699	988
	Horz %	100.00	0.79	1.12
	Vert %	36.09	34.93	40.18
	Index	100	97	111
Have Seen Product Placement in Movies - Past Month	Unwgted	11248	77	82
	Weighted (000)	56256	352	438
	Horz %	100.00	0.63	0.78
	Vert %	23.05	17.58	17.79
	Index	100	76	77